

Michael Scully Global Director, Automotive Designworks, A BMW Group Company



Previously Head of Design for BMW Motorsport, Michael joined the senior management team of Designworks as Global Automotive Director in 2019. Responsible for all automotive and advanced design programs, Michael is based in Newbury Park, California, where Designworks' headquarters are located.

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Michael joined BMW Group's Designworks in 1996 as an Industrial Designer, and in the 23 subsequent years has endeavored to create inspired mobility solutions that unite functional efficiency with visceral expression. Michael has played a key role in the development of BMW's concept car, GINA, as well as the early phase development of BMW's i sub brand, the design and development of bobsleds for the US Olympic team, the design of the BMW H2R streamliner, and the 2002 Hommage showcar project that culminated in the iconic Turbomeister.

As the Head of Design for BMW Motorsport, Michael led numerous projects that currently compete on the world's most challenging race circuits: the BMW M8GTE lemans car, MINI Dakar JCW Buggy, and the BMW iFE.18 Formula E contender among them.

Michael and his team balance local impulses with their international backgrounds to make mobility propositions that help to propel the BMW Group forward.

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