

March 2020

**INFORMATION FOR THE PRESS:  
ITALDESIGN GIUGIARO S.p.A.**

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## **ITALDESIGN: FIVE DECADES AT THE FOREFRONT**

Since 1968, Italdesign has been operating in the automotive industry as a service company specialized in Design, Engineering and Prototyping serving OEMs worldwide.

The company has broadened its competences, services, operational areas and number of employees over the years. Today, Italdesign is a turnkey-project service provider and a reliable development partner able to offer integrated services and assist carmakers in the whole development of future vehicles. Part of the Volkswagen Group since 2010, headquartered in Moncalieri (Turin, Italy), employing 1,000 people in Italy and abroad, Italdesign never changed its mission of being a major player in the mobility world and of influencing market changes with new and innovative designs as well as technologies.

In 2017, the company started a new chapter as a car manufacturer with its Automobili Speciali brand, so extending its service portfolio. This new division offers 'tailor-made cars' produced in ultra-limited series in its Moncalieri plant and testifies Italdesign's ability to serve the global OEMs' market with production of special series, as well as collectors and car enthusiasts.

With the increasingly evolving mobility needs, nowadays Italdesign is also deeply involved in new mobility solutions for the entire world as an 'innovation incubator' and an 'acceleration platform' and has structured new departments dedicated to investigate on the optimization and the innovation of public services for future smart cities.

## **ITALDESIGN AUTOMOBILI SPECIALI**

In February 2017, Italdesign presented “**Italdesign Automobili Speciali**”, a brand inspired by the logo of the City of Turin, which also supported the project. Italdesign's new brand will feature on all vehicles constructed in **ultra-limited production**, aimed at a number of selected collectors.

The first production of five coupes, introduced during the 2017 Geneva Motor Show has gone sold out in less than 4 months. In 2018 Italdesign introduced Zerouno Duerta (“open” in Piedmontese dialect), which will be produced in five units like the coupe as well.

## **ITALDESIGN MOBILITY SOLUTIONS**

Some say we are at the eve of a **revolution in the mobility society**. It is called “revolution” because the changes we are going to face will include different worlds, not only the **automotive industry**; this revolution will affect vehicles, infrastructures, software, laws, insurances... and it will imply a whole new approach to the mobility concept as we know it.

Italdesign has been investing in **R&D and human resources** to contribute to this new era in first person, strong of its fifty years of experience in the mobility industry, deploying new resources to enter, analyze, study and provide solutions to the current and future complex challenges that Cities worldwide are facing. The company has opened a brand new department dedicated to **Mobility Solutions** in 2017. The target is to set out **advanced technologies** and new services for citizens, their well-being and an intelligent use of resources.

Italdesign, also by means of strategic partnerships with various different entities – governmental offices, academies and universities, industries and startups – recognizes the importance of focusing its attention and know how on understanding the requirements of this new market, shared by different stakeholders.

The company is part of the City of Turin **Lab for Autonomous and Connected Driving in Urban Environment** for the ideation, creation and realization of Smart Roads. The Pop.Up project, developed together with Audi and Airbus is Italdesign's vision for mobility targeted to megacities of 2030. In January 2019, Italdesign has been selected among the five finalists of the Toyota Foundation's Toyota Mobility Unlimited Challenge with the **Moby** project: the first mobility service designed for wheelchair users; it's the **bicycle-sharing system equivalent for wheelchairs**: it consists of "wheel-on", semi-autonomous, electric devices, located in urban hubs, that will make travelling around cities much simpler and easier for people with lightweight manual wheelchairs.

## **ITALDESIGN IN 2019**

In 2019, Italdesign's turnover amounted to **€ 176.2 million**.

In addition, the company:

**invested € 13.7 million;**

has invested **over € 65 million since 2010;**

## **WORKFORCE**

Italdesign has constantly increased its workforce: today, it numbers 1,045 (at 31 December 2019), **+36%** compared to 2010. **928** employees work in Italy. The average age is 44 years and the **percentage of graduates is 41%**. **16 Nationalities are working for Italdesign.**

## **DETAILS AND DATA**

### **Italdesign Giugiaro S.p.A.**

Year of incorporation: 1968

Chairman of the Board of Directors: Dr. Bernd Martens

Chief Executive Officer: Jörg Astalosch

2019 turnover: 176,2 € million

Workforce: 1,045 (at 31 December 2019)

Headquarters: Moncalieri, Turin - Italy