

AUTOMOTIVE

## Rolls-Royce hires from BMW Group for engineering lead

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*BMW Group's Mihiar Ayoubi was involved in the engineering of Rolls-Royce's New Phantom. Image credit: Rolls-Royce*

By STAFF REPORTS

British automaker Rolls-Royce has appointed a new director of engineering.

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Rolls-Royce has announced that Mihiar Ayoubi will replace Philip Koehn as director of engineering, after the latter executive left the automaker to pursue other interests. The director of engineering streamlines automotive innovations and design concepts, making the position intrinsic to Rolls-Royce's production.

### Engineering footsteps

Rolls-Royce's new director of engineering joins the brand from BMW Group, the British automaker's parent company.

Mr. Ayoubi joined BMW Group in 1997 and holds a degree and doctorate in control systems engineering and applied artificial intelligence from the University of Darmstadt in Germany.

During his more than 20 years with the German automotive group, Mr. Ayoubi held a broad range of engineering-related positions.

Currently, Mr. Ayoubi works as BMW Group's head of concepts, architectures and integration. Mr. Ayoubi has also worked as the head of BMW Group departments focused on acoustics and vibration, dynamics development, chassis control system, drivetrain development, all-wheel drive and driver assistance systems.



*Mihiar Ayoubi joins Rolls-Royce from its parent company BMW Group. Image credit: Rolls-Royce*

Mr. Ayoubi is familiar with Rolls-Royce as he was involved with the engineering concept for the New Phantom ([see story](#)).

"I am delighted to welcome Mihiar Ayoubi as our new director of engineering," said Torsten Mller-tvs, CEO of Rolls-Royce, in a statement. "Mihiar is an exceptionally talented engineer and follows in the esteemed footsteps of the company's founder father and first engineer, Sir Henry Royce."

Mr. Ayoubi's new position at Rolls-Royce is effective March 1.

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