

AUTOMOTIVE

Bentley taps Audi's Andreas Mindt as design director

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The Bentayga Hybrid is part of Bentley's plan to offer only hybrid or electric vehicles by 2026. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has named Andreas Mindt as its next director of design, relying on his electrification experience for its next chapter.

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Mr. Mindt has spent his entire career in the automotive design field with the Volkswagen Group, Bentley's parent company. Most recently, he was the head of exterior design for Audi where he oversaw exterior updates to the German automaker's model range as well as the launch of new vehicles, including the e-tron.

"Bentley is a jewel within the Volkswagen Group," Mr. Mindt said in a statement. "Designing a car, and a future, is always a process based on the performance of many, not one, and so I look forward to working with my colleagues to help define the next phase for Bentley, into an electrified future."

New direction

Mr. Mindt's appointment is effective Mar. 1 and report to Dr. Matthias Rabe, board member for engineering at Bentley. He will lead a team of about 50 design experts at the marque's Crewe headquarters that is responsible for the exterior, interior and color design for current and future Bentley vehicles and concepts.

"I am pleased to welcome Andreas to Bentley and look forward to working closely with him at such a critical, yet exciting time for the business," Dr. Rabe said in a statement. "The hard work starts now as we accelerate our journey to full electrification by 2030."



Andreas Mindt is the new director of design at Bentley. Image credit: Bentley Motors

Bentley's Beyond100 strategy outlines how the marque will continue to invest in environmentally-friendly efforts. Plans from the automaker, which recently celebrated its centennial, include a push towards "climate positive" operations and move towards full electrification.

Bentley plans to launch two new plug-in hybrid vehicles next year and introduce hybrid variants of every model by 2023. The automaker expects it will be fully electric by 2030 ([see story](#)).

Volkswagen Group also confirmed that Stefan Sielaff, Mr. Mindt's predecessor, has stepped down to pursue other opportunities after six years in his role of director of design.