

AUTOMOTIVE

Longtime head of design at Audi to step down

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Mr. Lichte will assume an unnamed position within the group as Mr. Frascella takes over. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi is saying goodbye to its artistic leader of 10 years.

Marc Lichte is leaving his post as head of design at the company after picking up the torch in 2014. Massimo Frascella will take over the role on June 1, 2024, now reporting directly to the chairman of the board of management at Audi.

"Together with his team, Marc Lichte shaped the evolution of the brand's design into the age of electric mobility," said Gernot Dllner, CEO of [Audi](#), in a statement.

"We thank Marc for having been a creative mind and visionary for the face of the brand for a decade," Mr. Dllner said. "Massimo Frascella will ensure Audi vehicles are going to embody the brand's identity through an unmistakable and emotional design language.

"Clarity, precision, and perfect proportions are at the center of his design philosophy qualities that seamlessly fit into the image of the Audi brand."

Shifting gears

Mr. Lichte joined the vehicle brand from German automaker Volkswagen AG, having served as the head of the exterior design studio.

Since beginning his tenure at Audi, he has overseen the introduction of new additions to best-selling series and the company's first standalone electric model range. He will now take up a fresh role within the group, though no specific title has been named publicly.

Mr. Frascella comes into the fold from British automaker JLR. Holding numerous leadership positions there since onboarding in 2011, he was most recently the head of design.



The new head of design plans to focus on originality and technological updates. Image credit: Audi

He brings this experience to his identical position at Audi. He also holds a degree from the Institute of Applied Art and Design in Turin, Italy.

“Joining Audi is a very special moment for me,” said Mr. Frascella, in a statement.

“I am deeply honored to assume the role of chief creative officer and to guide such a talented team in shaping the future of the brand to new heights of innovation and distinction,” he said. “I believe in the emotional power of design to inspire, connect, and drive change, and I am here to nurture and promote creativity as the beating heart of our brand.”

Mr. Frascella will help spearhead Audi’s release of new model generations, embracing the modern shifts occurring across the market.

The automaker rolled out a number of tech-forward updates last year ([see story](#)). Further innovations are sure to come with the future-minded professional in charge.

“Design has always been part of the brand’s core, of the DNA of the Audi brand,” said Mr. Dllner, in a statement.

“That is why, especially during this phase of technological transformation, *Vorsprung durch Technik* must be visible and tangible in the interior and exterior of all coming series models.”