

## Massimo Frascella

### Chief Creative Officer

Massimo Frascella was born in 1971 in Tuscany, Italy.

His journey began at the Istituto d'Arte Applicata & Design in Turin, where he cultivated his talent and passion for automotive design. After graduating, he began his career at the legendary Stile Bertone, an Italian design studio known for creating concepts and vehicles for global automotive brands, leaving a significant mark on automotive history. During this time Frascella learned the fundamental craft of automotive design. He was later recruited to work at Ford Motor Company in the UK and his quest for new challenges took him to Lincoln/Mercury and afterwards Kia in California, USA.

In 2011, Frascella joined Jaguar Land Rover, where he has held leading positions and most recently was the Head of Design for both historic brands. He was responsible for shaping the new design of the iconic Land Rover Defender and more recently the new Range Rover and Range Rover Sport models.

As of June 1<sup>st</sup>, 2024 he took on the role of Chief Creative Officer at AUDI AG. In his position as creative director for brand creative design, he is responsible for the holistic design of every customer touchpoint with the Audi brand. Furthermore, he oversees all aspects of the automotive design such as Exterior, Interior, Colour & Materials, User Interface and User Experience design, Motorsport vehicles and Design Strategy. The design philosophy of Frascella is rooted in simplicity, sophistication and clarity – values he aims to incorporate into every aspect of Audi's touchpoints to strengthen the brand through a consistent look & feel in all manifestations. Together with Frascella the Audi Design team stand for carving out design as the emotional force that can inspire, connect and drive change, and to cultivate and promote creativity as the beating heart of the brand.