

“Radical simplicity at the heart of our approach”

Milan/Ingolstadt, September 2, 2025 – Audi presents its new design philosophy – a bold step intended to reshape the way the company thinks. Massimo Frascella, Chief Creative Officer, speaks about this profound transformation, what it means for the brand and its experiences, and the introduction of a new design language.

Massimo, about a year after your arrival in Ingolstadt, Audi is presenting a new design philosophy. What should the brand stand for in the future?

Massimo Frascella: Our vision is a call to action for the whole company – and is essential for making our brand truly distinctive once again. It is the philosophy behind every decision we make, and we aim to apply its principles across the entire organization. We call it “The Radical Next.”

So design is no longer just a creator of form but also a driving force?

Massimo Frascella: Exactly! We understand design in its broadest sense: embracing every aspect of the Audi experience. We want to shape a brand capable of inspiring desire and creating cultural impact.

Will *Vorsprung durch Technik* remain a central brand promise?

Massimo Frascella: Of course! In the 1980s, when the Audi 100 quattro drove up a ski jump, it was a symbol of technical advancement and the will to make the impossible possible. For us, technology is a means to progress, not an end in itself. We neither want to hide it nor show it off – it should inspire without being dominant. For Audi, technology is a given, unobtrusive and yet functional and present when the customer wants it. It is a seamless part of the experience.

The Audi TT has fans all over the world. You also seem to have a very special relationship with this car.

Massimo Frascella: That’s true. In 1998, when the first Audi TT arrived at a dealership in Turin, I took a day off work to just look at the car in peace. I was there for hours, looking at the car from every angle, touching every surface. The staff probably thought I was crazy. But for me, the TT was more than just a car. It was a message: you don’t need to shout to be heard. You don’t need excess to make a statement. You just need clarity. And, more importantly, the courage to follow it.

Clarity is a word you often use. What does this strong focus on reduction mean for Audi?

Massimo Frascella: Radical simplicity is at the heart of our approach. We achieve clarity by reducing everything to the essential. We live in a world that is often shrill, fast-paced, and overloaded. Almost everything is overdone. The danger of losing your way is greater than ever. Our responsibility is to be better and do what really matters. And the outcome always has to be an emotion.

It is almost impossible to describe feelings. But please try it anyway: what does it mean to “*feel* Audi”?

Massimo Frascella: Audi is an inexplicable harmony of technicality and emotion, where rational and irrational coexist.

What is at the core of this new attitude?

Massimo Frascella: The answer to a powerful question: how does Audi feel to the customer? Our answer lies in four principles: clear, technical, intelligent, and emotional. They form the foundation for everything we do.

And now we’re seeing your first work. Just getting warmed up?

Massimo Frascella: The Audi Concept C is a first manifestation of “The Radical Next.” It is distinctively Audi. Proportions, surfaces, and details have been clearly developed and represent a confident expression of the brand identity. It reveals a clear, sculptural presence, with a strong sense of solidity – free of distractions; defined by tension and pure form. It is a tangible interpretation of the new design philosophy, a symbol of the determination that will transform our company and the entire brand.

Short biography

Massimo Frascella has been Chief Creative Officer of AUDI AG since June 1, 2024. In this position, he is responsible for the comprehensive design of all customer touchpoints with the Audi brand. He also oversees the areas of exterior, interior, color and material, user interface and user experience design (UI/UX design), the design of racing cars, and the overall design strategy.

Frascella learned the holistic craft of automotive design at the legendary Stile Bertone, the Italian design studio known for developing concepts and production vehicles for global automotive brands and which has made a significant mark on automotive history worldwide from its base in Italy. From there, his career took him to Ford Motor Company in Great Britain, to Lincoln/Mercury, and then to Kia in California, USA. In 2011, Frascella joined Jaguar Land Rover, where he held senior positions and most recently served as Head of Design for the two tradition-steeped brands.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
