



Press Release

Italdesign: Design. Engineering. Limited Series Production
One Partner, from Vision to Validation

Newlab Detroit – May 11–14, 2026

- **Italdesign showcases its integrated development model in Detroit:
a one-stop shop for the North American market**

Moncalieri - Bloomfield Hills / Detroit (MI), May 7, 2026

Italdesign USA is hosting an exclusive event dedicated to leading OEMs and key players from the automotive and innovation ecosystem in the Detroit area, as well as representatives from institutional and academic networks.

The invitation-only event, scheduled from May 11 to 14 at Newlab Detroit, aims to present Italdesign's entire value chain in a concrete and demonstrative way.

Italdesign USA will showcase a curated selection of projects that clearly illustrate its integrated approach to vehicle development. The exhibition will feature concept vehicles, technology demonstrators, and functional systems and components spanning design, engineering and systems integration and dedicated solutions for lighting, interiors, human-machine interface (HMI) and advanced experimentation. The setup is designed to demonstrate through real applications how Italdesign can support clients from the initial vision through to a fully developed, production-ready product.

With nearly six decades of experience and a comprehensive service portfolio covering design, engineering and product development, Italdesign offers its North American clients a highly qualified Michigan-based organization with strong vehicle engineering expertise and fully integrated with its Italian headquarters.

Since opening its U.S. office in Bloomfield Hills, in the heart of Motown, Italdesign USA has been operating as a single end-to-end partner capable of managing the full vehicle development cycle for complete, turnkey projects, as well as progressive and modular programs requiring a high degree of flexibility. The company also applies its expertise consistently across multiple domains, extending beyond automotive into high-technology sectors such as aerospace and robotics.

A one-stop shop for the North American market

Through its vertical expertise, Italdesign USA professionals offer prospective clients the same end-to-end capabilities available at the Italian headquarters: design, concept development, full vehicle engineering—including body-in-white and interiors—testing, validation, homologation support and, when required, limited and ultra-limited series production.

This integrated approach enables North American manufacturers to reduce development complexity, timelines and costs, as well as the number of interfaces, by relying on Italdesign as a single, trusted and locally based partner.

Fabrizio Mina, CEO, Italdesign USA: *"We planned this event to strengthen our dialogue and our direct collaboration with customers, showing how we transform a concept into a complete, homologated product through our vertical expertise, proven processes and know-how. The North American market demands speed in decision-making, technical reliability, and a partner capable of covering the entire spectrum of activities required to develop and bring a new vehicle into production while maintaining the flexibility needed to manage partial programs, as well. Our native*

integration of services allows us to solve complex challenges quickly, ensuring full control over quality, costs, and project consistency.”

David Kalinowski, Head of Engineering, Italdesign USA: *“The evolution of mobility has redefined the role of the vehicle, particularly in the U.S. market, where it is increasingly conceived as a platform capable of adapting to different use scenarios. In an industry that is becoming ever more software-driven, Italdesign continues to evolve by strengthening its electronic capabilities and innovative design tools, with the goal of integrating technology in a discreet and functional way, always keeping people at the center. In this context, Italdesign positions itself as a development partner, bringing its experience to explore new visions together with manufacturers and translate them into concrete, feasible solutions.”*

Douglas Menzer, Business Developer, Italdesign USA: *“In the U.S., OEMs are under increasing pressure to move faster while managing cost and complexity. In this environment, Italdesign can act as a true strategic partner, taking on complex development programs and helping customers reduce time to market without adding interfaces or increasing risk. This event is an opportunity to demonstrate how our approach translates into real programs.”*

ITALDESIGN USA LLC COMPANY PROFILE

Bringing Italian Excellence to the Heart of the American Automotive Industry.

Headquartered in Bloomfield Hills, Mich.—in the heart of the Motor City area—Italdesign USA, a subsidiary of the Turin, Italy-based Italdesign Group, offers a full spectrum of automotive services tailored to the diverse needs of the North American automotive market. Whether partnering with established manufacturers or pioneering startups entering the automotive sector, Italdesign USA provides end-to-end solutions, including creativity, design, whole vehicle development, advanced electrics and electronics development, prototype production, integration, testing, and validation. Its fully integrated, turnkey approach enables Italdesign USA to support clients at every stage of their journey. From a blank sheet of paper to production-ready vehicles, Italdesign USA offers seamless support through each step of the process. With creativity embedded in the company's DNA and unmatched engineering expertise, Italdesign USA delivers the comprehensive expertise that has made the Italdesign Group a unique name in the automotive sector for over 58 years.

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