

Italdesign outlines the evolution of its business model ahead of its 60th anniversary

Integration, new domains and business evolution

Moncalieri, August 27, 2026

As it approaches its 60th anniversary, Italdesign traces the evolution of its business model and introduces its *new corporate press kit*, providing a clear overview of the company's transformation: no longer only a key player in automotive development, Italdesign is increasingly a multidisciplinary organization capable of integrating diverse expertise to address the challenges of contemporary mobility and innovation.

Here is the link to download the new corporate press kit:

<https://www.italdesign.it/en/media-center/>

This evolution reflects the continuous advancement of a client-centric model developed over time. Italdesign combines deep, specialized expertise across the entire value chain, from design to engineering, through development, testing, homologation, and pre-series, limited series and ultra-limited series production, adopting a holistic, sustainable, multidisciplinary, and highly integrated approach.

This enables the company to deliver both complete end-to-end programs and modular, progressively structured activities tailored to specific client requirements. Throughout, Italdesign maintains a strong focus on industrial

feasibility and practical implementation, supported by a human-centric approach focused on experience, usability, and interaction.

This model, a distinguishing element since the company's foundation in 1968, finds renewed expression today in a context characterized by increasing technological complexity, shorter development times and new sustainability requirements.

Alongside automotive and mobility, Italdesign is progressively expanding its activities into fields such as aerospace and robotics, where the integration of competencies and the management of complex systems are key factors.

At this stage, strengthening and developing new competencies remains central to the company's growth. Through a structured international presence and a team with a strong engineering background, Italdesign continues to evolve along a trajectory that enables it to respond to the transformation of mobility and industrial systems, consolidating its role not only as a service provider, but as an integrator and a corporate accelerator capable of supporting the development of new technologies towards real-world applications.

This is the context in which the new corporate profile presented below is positioned: conceived not only as a content update, but above all as a tool to clearly reflect the transformation underway.

It portrays a growing company that, while remaining rooted in automotive, increasingly operates across sectors, expanding its competencies and engaging with fields that require ever more complex, integrated and multidisciplinary design processes.

Italdesign

01. WHO WE ARE TODAY

Italdesign is a service company operating on the open market as a vertically integrated provider of design, engineering, prototyping and limited/ultra-limited series production, headquartered in Moncalieri (Turin, Italy), active across several industrial sectors: automotive, aerospace, robotics, mobility, bespoke vehicles, product & transportation design, and advanced research.

Founded in 1968, the company today employs more than 1,300 professionals across 10 global locations and has recorded an average annual revenue growth of over 15% between 2022 and 2025.

In 2026, Italdesign is entering a new phase of its evolution with the transition of the majority stake from Audi Group to UST, a global AI and technology transformation company with deep engineering expertise, headquartered in California and present in more than 30 countries.

Italdesign's headquarters, management, workforce and operational structure remain unchanged. The company retains its identity, autonomy and industrial continuity, integrating UST's capabilities in AI, software-defined vehicles and digital ecosystems into its own skill set.

"We bring nearly 60 years of experience and a unique credibility in the global automotive industry to this partnership. We will continue to operate as Italdesign, with our values and distinctive competencies, based on a holistic and multidisciplinary approach and an increasing focus on sustainability, integrating them with UST's technologies."

Antonio Casu, CEO Italdesign

Establishment	1968, Torino
Headquarters	Moncalieri (TO), Italy
Global sites	10: Turin, Moncalieri, Moncalieri Vadò, Nichelino, Naples, Barcelona, Wolfsburg, Ingolstadt, Detroit, Shanghai
Workforce	1.300+
Shareholding structure	Majority stake in transition: Audi Group (seller) / UST (buyer, expected closing in 2026)
Sectors	Automotive · Aerospace · Robotics · Mobility · Bespoke · Product & Transportation Design · Advanced research
Brands	Italdesign Giugiaro Design

02. WHAT WE DO: SEVEN VERTICALS

Italdesign is not just a design house: it is the only European player capable of covering the entire development process in-house, from ideas to production, across seven distinct sectors.

Engineering generates 85% of revenue, supported by a team in which three out of four professionals have a technical or engineering background.

Automotive

The historical core business: a one-stop-shop for full vehicle development, from concept to production, with the ability to cover the entire development cycle or support specific project activities.

Over time, Italdesign has collaborated with major global OEMs, as well as an increasing number of new market players. The company has contributed to the development of models that have shaped the evolution

of automotive: from the Alfasud to the Golf, from the Panda to the Delta, from the BMW M1 to the second-generation MINI, through to iconic vehicles such as the Lotus Esprit and the DeLorean.

More recent projects include the Audi Q2 and models developed for emerging international players, such as the Hongqi HS3 and HS5 SUVs.

Also, part of this trajectory is Itala 35, the first model of the Historic Italian Brands relaunch project promoted by DR Group, paving the way for future developments including Itala 56 and Itala 61.

Bespoke

Limited and ultra-limited series production of high-performance vehicles, including full management of the homologation process through to VIN assignment.

Recent examples include Italdesign Automobili Speciali Zerouno and Zerouno Duerta, and the Nissan GT-R50 by Italdesign, with 20 units produced and delivered between 2018 and 2022.

Aerospace

Advanced engineering and design for aircraft, eVTOL and onboard systems.

The VRT500 project (2017–2022) resulted in the certification of a light single-engine multi-role helicopter, with design and industrialization entirely managed by Italdesign.

With Pop.Up, Italdesign explored the integration of air mobility within urban environments, through a modular, multimodal system combining a passenger capsule shared between a quadcopter drone and an autonomous ground module.

Robotics

Design and engineering for robots, humanoids and advanced mechatronic systems.

In 2026, Italdesign signed a partnership with Generative Bionics for the industrialization of the exterior design of the humanoid robot GENE.01, contributing to UX, human-machine interaction and production engineering.

Mobility

Vehicles for inclusive and autonomous mobility.

Alba Ride by Alba Robot, launched in 2026, is an autonomous vehicle designed for airports and large pedestrian areas.

Avathor One, completed in 2025, is an inclusive mobility device developed vertically by Italdesign, covering design, engineering and homologation support.

Futura

The advanced and visionary research lab. Futura is the environment in which Italdesign explores not-yet-commercial technological applications, develops patents and experiments with advanced materials and manufacturing processes, also acting as a corporate accelerator for high-potential projects.

Recent projects include ReSedo, a circular-design seating system developed using additive manufacturing (3D printing), in partnership with Nike Grind for automotive, aerospace and industrial applications.

Giugiaro Design (Product Design)

Giugiaro Design is Italdesign’s historic brand through which the company extends its design culture across the entire product design spectrum, leveraging multidisciplinary expertise, a systemic vision, and a strong capacity for innovation. Rooted in a tradition dating back to the 1970s, Giugiaro Design develops projects that seamlessly integrate design, engineering, and user experience, helping to create products, services, and environments that combine identity, functionality, and sustainability.

03. KEY FIGURES

Year of establishment	1968
Workforce	1.300+, 21 nationalities
Engineering background and education	75%
International sites	10 (8 in Europe)
Main campus	~70.000 m² (Moncalieri + other Italian sites)
Revenue growth (CAGR)	>15% per year, 2022–2025
Revenue from engineering	85%
Show cars and prototypes	120+
Production models developed	300+
Product & transportation design projects	1000+

Preseries prototypes per week	10+ (capacity)
Sectors	7

04. PEOPLE

Antonio Casu – Chief Executive Officer

He has been leading Italdesign since 2021 and is currently guiding the company through one of the most complex phases of its recent history: the transition from a Volkswagen Group entity to an international player operating on the open market, within its new industrial structure with UST. Under his leadership, Italdesign has accelerated its diversification into sectors such as aerospace, robotics and mobility.

“Leading Italdesign today means guiding it through a major transformation phase, enhancing its identity while opening it up to new development opportunities across industrial and technological domains.”

Antonio Casu, Italdesign Chief Executive Officer

Davide Casini – Chief Technical Officer

He leads Italdesign’s Engineering Division, the company’s operational core, comprising over 800 engineers and generating 85% of total revenue. He is responsible for the technical development of projects across the six sectors in which Italdesign operates, ranging from production vehicle design to aerospace and robotics.

“Our strength lies in our ability to integrate diverse, specialized expertise within complex and multifaceted project environments, leveraging years of consolidated experience gained through collaboration with leading global players and within

the Volkswagen Group. This enables us to deliver tangible added value and a genuine competitive advantage to our clients."

Davide Casini, Italdesign Chief Technical Officer

Jose Navarro — Head of Design

Appointed Head of Design in March 2026, Navarro represents a figure of continuity within Italdesign, where he built extensive experience before taking on the company's creative leadership. His appointment reinforces a design approach rooted in Italdesign's project-driven heritage, capable of interpreting and translating diverse design languages while engaging with industrial sectors beyond automotive.

"Design is not an add-on, nor is it limited to style or aesthetics. It is the language that connects — the meeting point between engineering, function, and experience. It is the common thread that enables us to make technology more human; the space where complex solutions take shape and become understandable."

Jose Navarro, Italdesign Head of Design

Christian Onesti — Head of Preseries & Production

He joined Italdesign in 1999 as a Project Manager and, since 2026, has been leading the Preseries & Production Division during a period of significant market evolution, increasingly driven by demand for end-to-end programs and compressed development timelines. In his role, he ensures the effective translation of projects into industrializable solutions, coordinating integration, prototyping, and production ramp-up activities, with an approach that combines engineering rigor, execution capability, and complex process management.

"The preseries phase is the moment when a project meets industrial reality. It is here that the integration between design and engineering is translated into tangible, verifiable solutions, ready for production and the market. This approach naturally extends to Limited and Ultra-Low Series Production programs, which enable advanced solutions to be transformed into highly innovative products,

characterized by a high degree of customization, for both B2B projects and B2C applications.”

Christian Onesti, Italdesign Head of Preseries & Production

Saverio Lograno – Chief Commercial Officer

With nearly two decades of experience across various departments at Italdesign, Lograno has been leading the company’s Business Development since May 2026, during a phase of structural transformation. His mandate is to develop new opportunities with key players in target sectors, who are increasingly seeking partners capable of integrating the competencies required to move from concept to production.

“Automotive, aerospace, robotics: across all sectors in which we operate, the trend is the same. Clients are no longer looking for suppliers specialized in a single phase; they are increasingly seeking for partners capable of managing vertical integration, from concept to production”.

Saverio Lograno, Italdesign Chief Commercial Officer

05 NOTES FOR MEDIA

For interviews, further information and photographic material:

- Press Office: Lorenza Cappello – lorenza.cappello@italdesign.it / pr@italdesign.it
- High-resolution images available upon request
- Visits to the Moncalieri headquarters available by appointment

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