

Short Biography

Klaus Bischoff

Klaus Bischoff (born 13 December 1961 in Hamburg) is automotive designer and Executive Director of Volkswagen Design. Since 2007, he has been responsible for global automotive design for the Volkswagen brand.

Klaus Bischoff studied industrial design at the Braunschweig University of Art. After graduating in 1989, he began working for Volkswagen as an interior and exterior designer.

One of his first major project as an automotive designer was the collaboration on the interior of the Golf IV.

In 1992 he switched to concept design at Volkswagen and from then on was entrusted with designing studies and prototypes. His interior design for the Concept D (1999), which was adopted in series production in the Phaeton, has had a lasting influence on Volkswagen's impression of quality.

The New Beetle Dune (2000), the Volkswagen AAC Concept (2000) and the interior of the Bugatti Veyron supercar (1999), which was launched in 2005, are also projects from this period.

In 2000 he took over management of interior design in Wolfsburg, and from 2002 management of exterior design. The first up!, as well as studies such as the Concept R and the Bluesport Roadster were developed under his responsibility.

As head of complete vehicle design, Klaus Bischoff was responsible for implementing all vehicle designs from 2004, and as head of the design studio in Wolfsburg, for all design drafts from 2006.

As Executive Director of Volkswagen Design, Klaus Bischoff has led a team of over 400 designers in Wolfsburg, Shanghai, São Paulo and Mexico City since 2007. Alongside his team, he is responsible for vehicle design and operating concept of over 60 Volkswagen models worldwide.

Milestones in his career include the Golf VI and Golf VII, the Touareg, Tiguan and T-Roc SUV series and the upcoming vehicles in the I.D. family.

DESIGN PHILOSOPHY

Klaus Bischoff has established a design language at Volkswagen that is characterised by clarity, reduction and continuity. The vehicles have a strong product identity – every new Golf is immediately recognisable. A vehicle design should be durable for a long time and remain up-to-date even after a model change.

I.D. FAMILY

With the I.D. family, Volkswagen is breaking into the era of pure electric vehicles. The independent, friendly design points to an emission-free future and, with the closed front end, is also a reference to Volkswagen's design DNA, which was based on the Beetle and the T1 bus.

Suggested Images



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