

Media Information



March 2026

Curriculum vitae Andreas Mindt

Head of Volkswagen Group Design



Andreas Mindt, born in Germany in 1969, began his career in the Volkswagen Group in 1996 after graduating from Pforzheim University School of Design.

During his first tenure at Volkswagen, he worked on several key projects, including the Golf 7 and Tiguan, contributing to the evolution of Volkswagen's core design DNA.

In 2014, Andreas joined Audi as Head of Exterior Design. Over a seven-year period, he oversaw the exterior design evolution of the entire Audi model range. During this time, he was responsible for the launch of major models such as the Audi Q8 and the Audi e-tron, Audi's first fully electric production vehicle, shaping the brand's transition into the electric era.

In March 2021, he joined Bentley as Director of Design, leading a team of around 50 designers. He was tasked with defining Bentley's new design language, unveiled in summer 2022 with the Bentley Batur.

Bentley has been part of the Volkswagen Group since 1998. Already in 1999, Andreas had contributed to the iconic Bentley Hunaudières concept, which symbolized the beginning of Bentley's new independent era under Volkswagen Group ownership.

Since February 2023, Andreas Mindt has served as Head of Volkswagen Brand Design. In this role, he introduced Volkswagen's new design language "Pure Positive," built on the principles of Stable, Likeable and Secret Sauce. This philosophy was first presented in Europe through the concept cars ID. 2all¹, ID. CROSS Concept² and ID. EVERY1³, and further expanded in China with models such as the ID. UNYX 08⁴ and ID. ERA 9X⁵.

As of 2026, Andreas Mindt serves as Head of Volkswagen Group Design. In this position, he is responsible for strengthening and sharpening the design identities of all Group brands worldwide, ensuring clear differentiation, intelligent synergies and strong global brand consistency across markets.

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¹ID. 2all - the vehicle is a concept car and is not available for sale.

²ID. CROSS Concept - Near-production concept car.

³ID. EVERY1 - Concept car

⁴ID. UNYX 08 - The vehicle is not sold in Europe.

⁵ID. ERA 9X - The vehicle is not sold in Europe.

The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 28 locations in 12 countries. In 2025, Volkswagen delivered about 4.7 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over around 382,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its "BOOST 2030" strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
