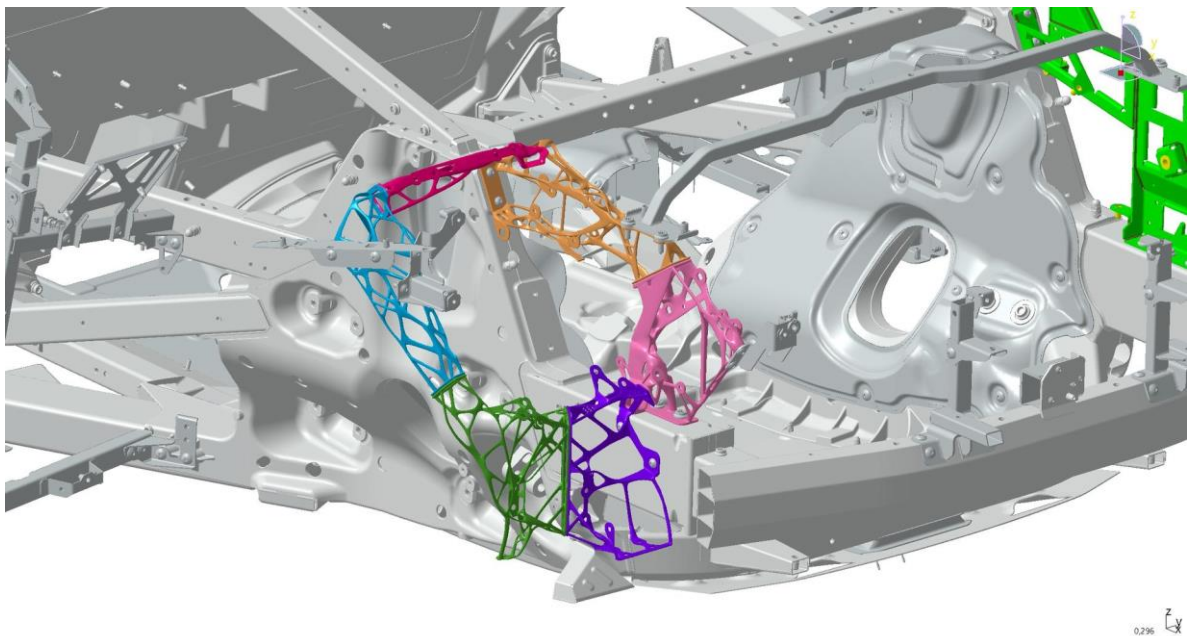


## Italdesign USA Continues U.S. Promotion Tour to Showcase its Innovative Approach

- Italdesign's U.S. Engineering and Design Team promotes its Metal Additive Manufacturing (AM) Expertise in automotive industry at Michigan's SAE WCX and Car Body Xperience Shows



Moncalieri, March 19, 2025

Following its successful CES 2025 exhibition with the show car Quintessenza, Italdesign USA continues to build momentum and automotive industry awareness through two key April automotive technology expositions: Michigan's SAE WCX 2025 in Detroit, Huntington Place, April 8-10 (booth no. 457) and will be presented during the Technical Sessions on April 9, and Car Body Xperience 2025, in Rochester, Royal Park Hotel, April 1-2.

## Engineering Innovation: Additive Manufacturing and Lightweight Design

Italdesign experts will be showcasing a recent case study at Car Body Xperience and SAE WCX, demonstrating an advanced solution for lighter, stronger, and hence more performing vehicle architectures on premium super sport vehicles. The team reimagined and optimized a critical structural component. Through Italdesign's expertise in Metal Additive Manufacturing (AM), these professionals created a single streamlined structure that:

- features innovative geometries not possible with traditional manufacturing methods,
- is 30 percent lighter than the original,
- and has fewer parts and welds yet increased reliability.

With these improvements comes simplified component manufacturing, **greatly reducing lead time and creating production scalability efficiencies**. This component **aims to replace the existing design in future super sports cars**. Both the original and the reimagined component will be on display, showcasing Italdesign's innovative approach.

During SAE WCX, Alfredo Castiglione Morelli, Italdesign's Project Leader for Interior and Exterior Engineering, will present the Metal Additive Smart Manufacturing case study during the Technical Sessions on Wednesday, April 9, at 4:30 PM.

At both events, Italdesign USA executives, including CEO Fabrizio Mina and Head of Engineering David Kalinowski, will be available for both introductory and more in-depth conversations. And to further illustrate all the services and specializations Italdesign can offer the U.S. market, several Italdesign S.p.A headquarters' executives and experts will be available too.

*"Think of Italdesign as a partner, much like the OEM itself, but more streamlined, flexible, and fast, through our highly experienced engineers and designers and limited-series vehicle manufacturing credentials. We expand our client's expertise and operations, helping bring concepts to reality," said Mina. "These shows let us talk to OEM, Tier 1, and industry professionals and show how our team here and overseas can help, whether in automotive or other areas like industrial engineering and design."*

For six decades the storied Italdesign organization has been an integrated engineering, design, validation, and manufacturing partner with many of the world's top auto brands. Italdesign USA LLC's Bloomfield Hills, Mich., location near Detroit creates an efficient and time/cost-saving path for American companies and Detroit OEMs that can benefit from the company's wealth of engineering and design capabilities and Italdesign's state-of-the-art facilities, workstations, laboratories, and test centers.

*"We're excited to contribute to the industry," concluded Mina "and prove our clients can leverage our company's commitment to research in advanced manufacturing and lightweight design as a key driver in redefining vehicle performance, efficiency, and sustainability."*

Italdesign USA experts are prepared to discuss clients' needs and explore collaboration opportunities in lightweight structures, concept development, advanced manufacturing and all aspects of innovative vehicle design and engineering.

*"At Italdesign we always push the boundaries, explore the what-ifs, and apply years of engineering and design experience to create innovative and real solutions. The radiator support in metal additive manufacturing on display is a hands-on example I believe visitors at both exhibitions will understand and appreciate,"* said Kalinowski.

Areas of Italdesign's expertise include:

#### Structural optimization with additive manufacturing

- Replacing multi-piece assemblies with single, functionally integrated components.
- Reducing weight while maintaining structural integrity and safety.

#### EV and high-performance vehicle advanced body engineering

- Balancing mass reduction and rigidity/durability in sports cars and super sports cars.
- Developing modular BIW components that support scalability and flexible manufacturing.

## Sustainable, high-performance materials

- Integrating next-generation composites and hybrid materials for BIW applications.
- Aligning with OEM sustainability goals to help reduce its CO2 footprint in manufacturing.

### **Company Profiles**

#### **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 57 years.

For more information, visit [www.italdesign.it](http://www.italdesign.it) and [click here](#) for the latest news.

#### **ITALDESIGN**

Italdesign is a state-of-the-art customer-centric, method- and fact-based company operating in Styling, Engineering, Production and New Mobility Solutions.

Part of the VW/AUDI Group since 2010, headquartered in Moncalieri, Turin, Italy, with over 1,300 employees working in Italy and abroad, for over 57 years, it has been collaborating with major and emerging national and international players in the mobility, product, and transportation design worlds.

Besides being a proven World Class coachbuilder, Italdesign has become system developer within automotive Electronics such as Infotainment, ADAS or High Voltage Battery Systems in the last years.

Open to partner in solutions for Software Devined Vehicles SDV.

Italdesign can provide an organic and integrated set of methods, techniques and tools aiming to the industrialization of new products and offers services for every phase of the process that leads from the initial idea to series production, including the turnkey process.

The company has been awarded with more than 200 design awards worldwide and has been named Top Employer Italy over the last years since 2016.

For more information, visit [www.italdesign.it](http://www.italdesign.it)

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