

AUTOMOTIVE DESIGN REPORT 2023

Employment Statistics & Development

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Introduction:

The Konzepthaus Design Survey (KDS) is an anonymous, empirical study that allows you to benchmark yourself to the industry and identify best-in-class opportunities. Our surveys provide critical insights into the global mobility market that will shape your future.

Employment Statistics & Development:

When we first came up with the idea of the Konzepthaus Design Study (KDS) in 2020, we couldn't predict how much of a constant this would become in our daily life here at Konzepthaus. Thousands of people who call the car design community home have so far participated and made the study into what it has become today: a go-to document for employees, leaders and HR departments within the automotive design field alike.

The 2023 edition of the KDS will once again give you a detailed overview on the current salary structures within the European and US markets on all hiring levels, as well as showcasing the learning and development investment into employees. We hope you will enjoy the 2023 publication and that it will be helpful to your future endeavours. If you have more detailed questions about the study and its results, please do not hesitate to contact the team to gain further insights.

Martin Groschwald
CEO

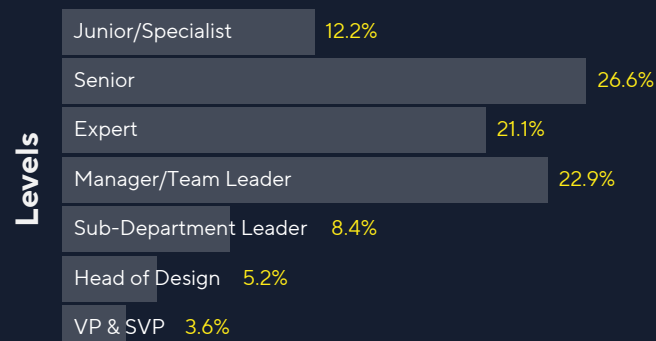
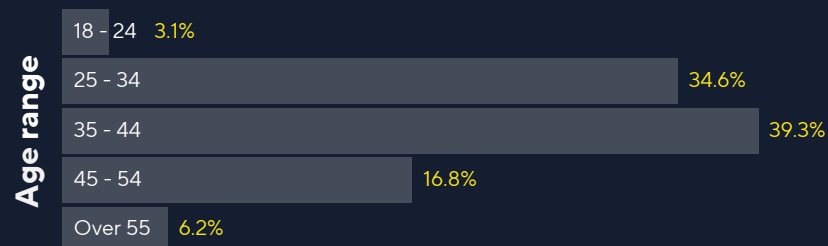
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About

The goal of the KDS is to create the most comprehensive, empirical overview of mobility design departments. The results are aimed to support global OEMs and suppliers alike to prepare their departments for the challenges of the coming years.

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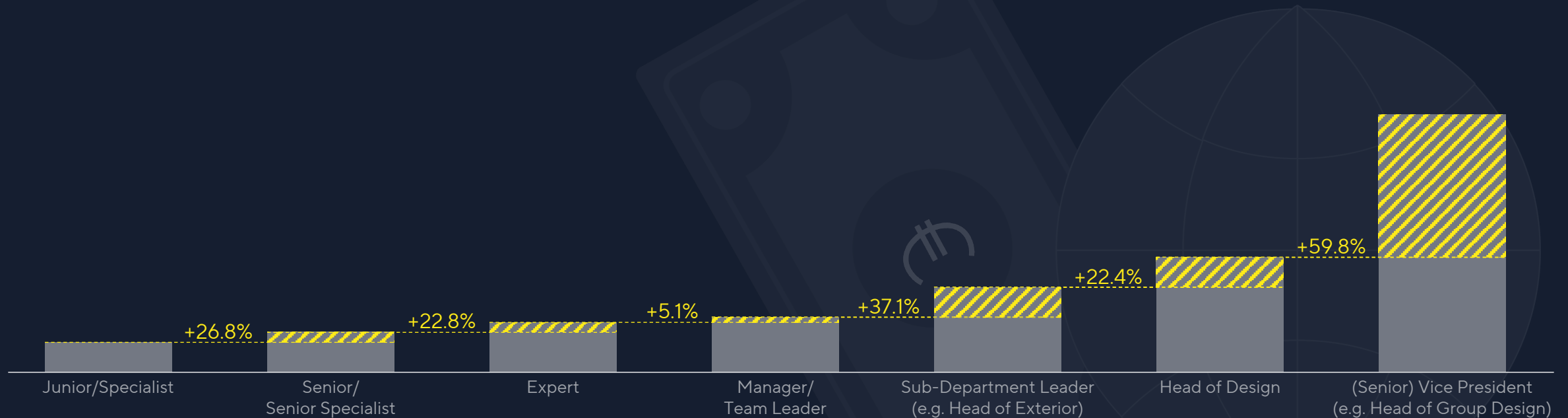


Average annual salary incl. bonus*



Chakil Soobratty – “On the Junior Designer level, the automotive design sector still represents an above average starting salary when compared to other creative design industries, making it a financially rewarding career pathway from the beginning (with increasing progression throughout). Even when taking into account the initial economic/academic investment involved pursuing a career in this sector, it’s positive to see the financial value attributed to the design department. We are continuing to see the emergence of the design “Expert” in the studio hierarchy. We see this as a positive area of growth, allowing designers to progress their careers, and gain further responsibility and improved remuneration without necessarily having to move into management.”

Average salary increase when reaching the next hiring level



Chakil Soobratty – “Progression within design studios continues to be well rewarded financially when progressing one’s career and gaining more responsibility. This does, I believe, raise the interesting discussion of what other avenues of reward and recognition are open to those who are valued team members but do not, however, wish to climb the “traditional” career ladder.”

Average annual bonus (%) on basic salary



+10.3%



No leadership responsibility
(Junior/Specialist/
Senior/Senior Specialist/Expert)

+17.8%



Lower and middle management
(Manager/Team Leader/
Sub-Department Leader)

+67.9%



Top management
(Head of Design/
Vice President/ Senior Vice President)



Moritz Hausel – “This year, the KDS conducted a review of the percentage of bonuses tied to annual salaries across different management levels to identify potential changes from previous years. The analysis revealed minor variations, with a slight decrease in bonuses observed across all three level structures. Generally, this trend is motivated by the need to control costs, build long-term financial stability in response to unforeseen circumstances in the past, and as a result, reduce and realign bonus schemes. This incentive is linked to a shift towards long-term corporate strategies, and to a stable labour market in the industry.”

Salary comparison between car manufacturers



Start up car manufacturers (founded after 2010) pay

30.5%

higher salaries than established manufacturers



Oliver Vogt – “In comparison to 17.0% gap from last year’s KDS , new players in the field are currently willing to pay almost one third more in salary. What could be the reasons for that? On the one hand, the shortage of qualified staff has massively increased and even more start ups float the market . On the other hand, the image of start ups has been damaged by numerous aggressive lay-offs and a hire-and-fire policy. Both put candidates in a position to ask for more.”

Gender distribution



No leadership responsibility

(Junior/Specialist/Senior/Senior Specialist/Expert)

89.8%

10.2%

Lower and middle management

(Manager/Team Leader/
Sub-Department Leader)

83.9%

16.1%

Top management

(Head of Design/
Vice President/ Senior Vice President)

92.6%

7.4%

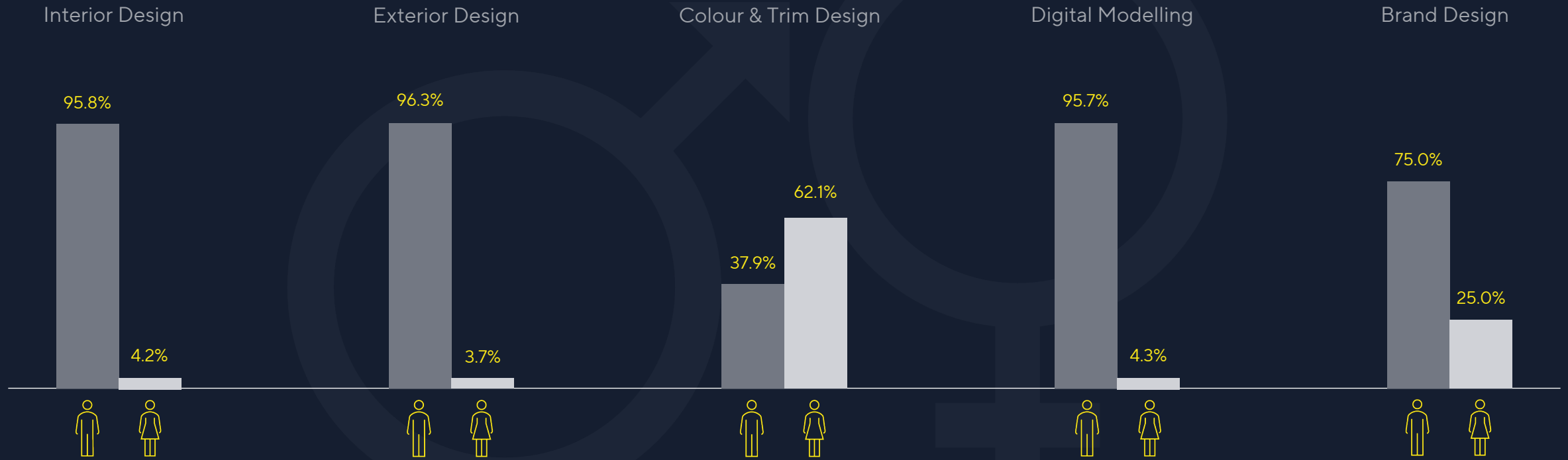
male ●

female ●



Cora Walter – “The graphic makes it clear that women are still heavily underrepresented in automotive design and that the field is still clearly male-dominated. Although the number of female survey participants is significantly lower, the result nevertheless reflects the reality in the industry. Consequently, it is also logical that the proportion of women in top positions is even lower compared to the other levels. This result offers plenty of room for discussion about possible measures to minimize the existing difference.”

Gender comparison per department



Martin Groschwald – "It's not news that overall in the design department women hold only about 10% of all positions. Without the Colour & Trim Design, this value would even be significantly lower it is, however, extremely disappointing to see that in Exterior and Interior Design, as well as Digital Modelling, only 1 in every 25 employees is female - a shockingly low number. Based on our own experience, OEMs are claiming to want to recruit more women in these positions but are they really willing to make an effort? From these numbers, we have to say that they still have a long way to go and, fundamentally, question the strategies in hiring, education and development."

Gender salary gap



The average salary of men is

+ 10.4%

higher than the salary of women



Cora Walter — "Compared with our survey last year, the salary gap between men and women has decreased by around 8.0%. In the area of "no leadership responsibility", the salary is even almost equal. As the ratio of participants has only changed minimally compared to last year, the two results are easily comparable. However, it should still be taken into account that significantly more men participated in the survey than women. This is why we have more responses from male participants, particularly in the area of middle and top management, which has a corresponding impact on the overall result."

"PLEASE INDICATE HOW MUCH OF AN AVERAGE WORKDAY CONSISTS OF ADMINISTRATIVE DUTIES VS CREATIVE ACTIVITIES."

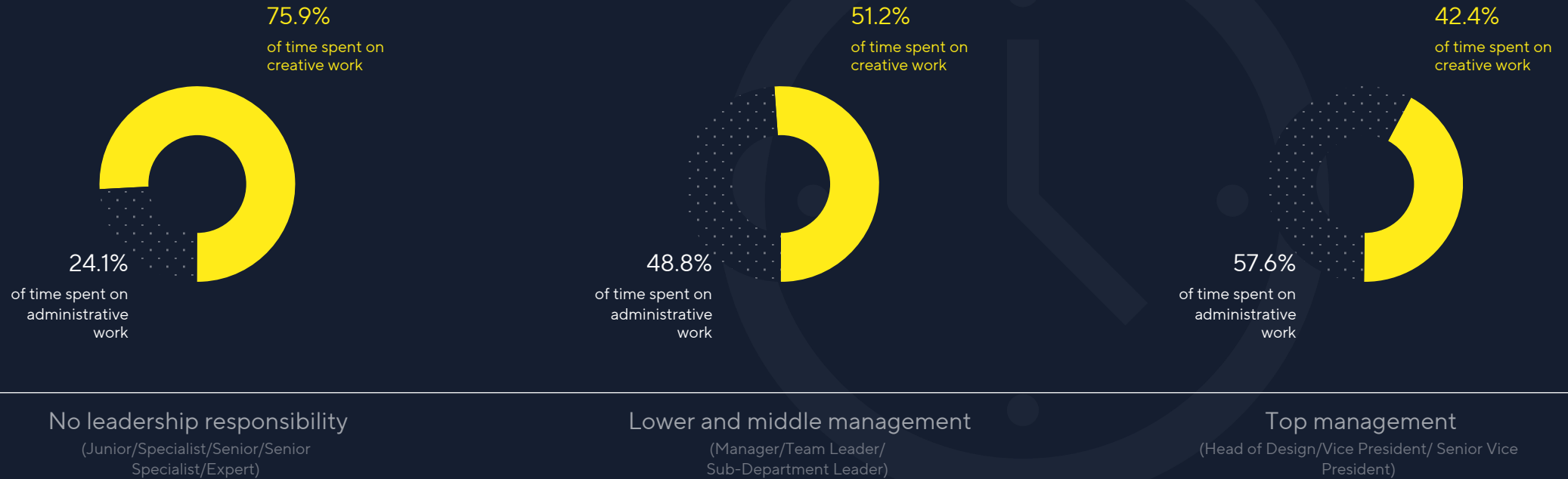
↳ Design department ↳ Fulltime employee and temporary employment ↳ Automotive manufacturer ↳ Worldwide

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Percentage of time spent on administrative vs creative work

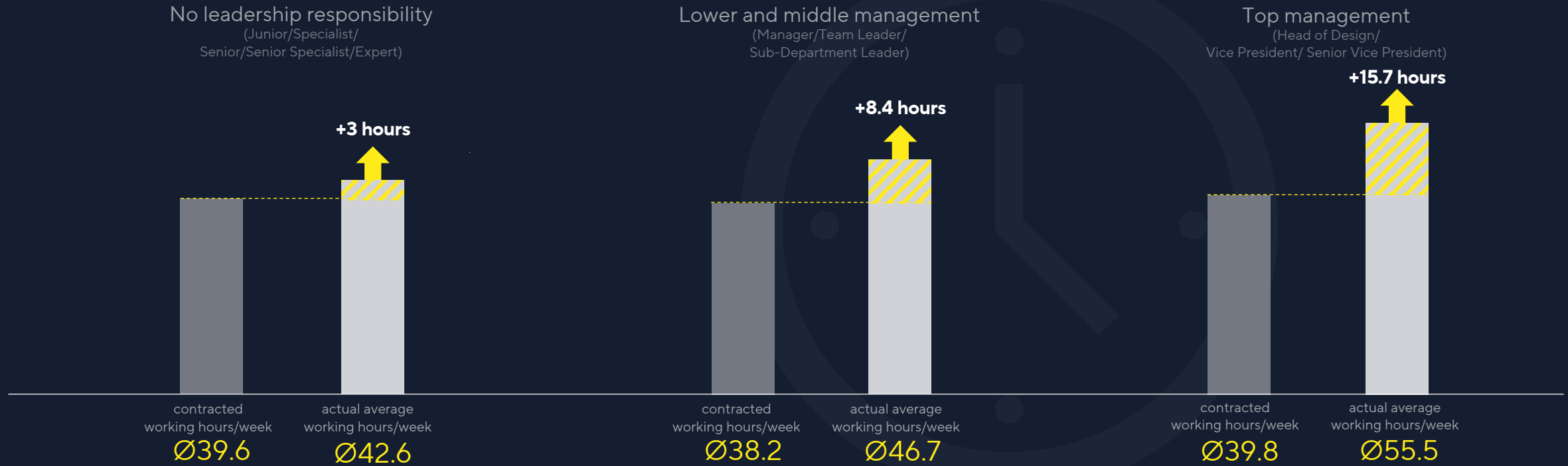


- time spent on creative work
- ◻ time spent on administrative work



Oliver Vogt — "The distribution between creative and administrative work seems to be very constant in comparison to last year's KDS. Nevertheless, one could expect a rather linear development of work split through the management levels, but this is not true; as soon as you reach leadership responsibility, your administrative tasks suddenly double. Climbing the career ladder even higher increases the time spent on administrative work considerably."

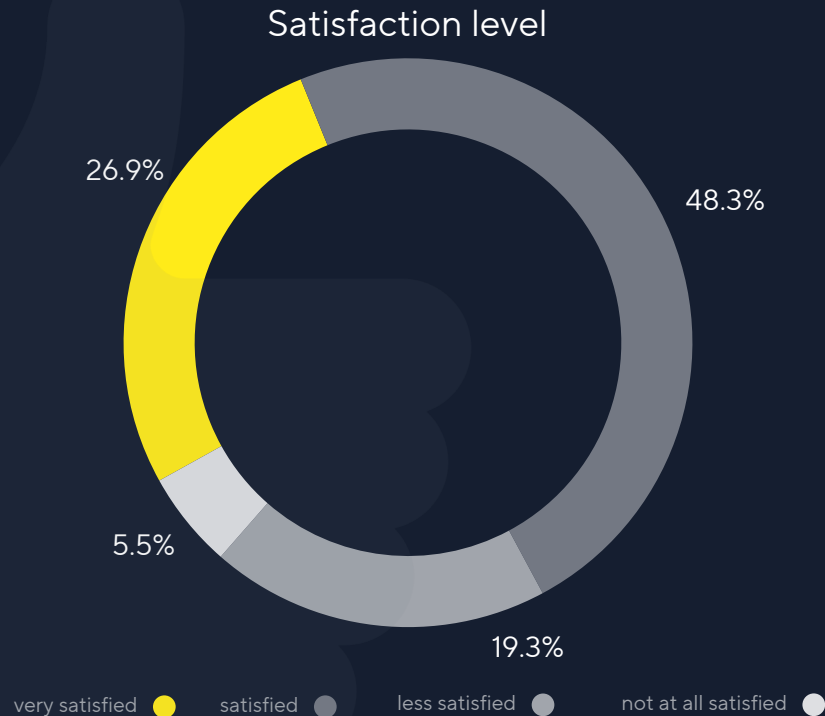
Contracted and actual average working hours per week



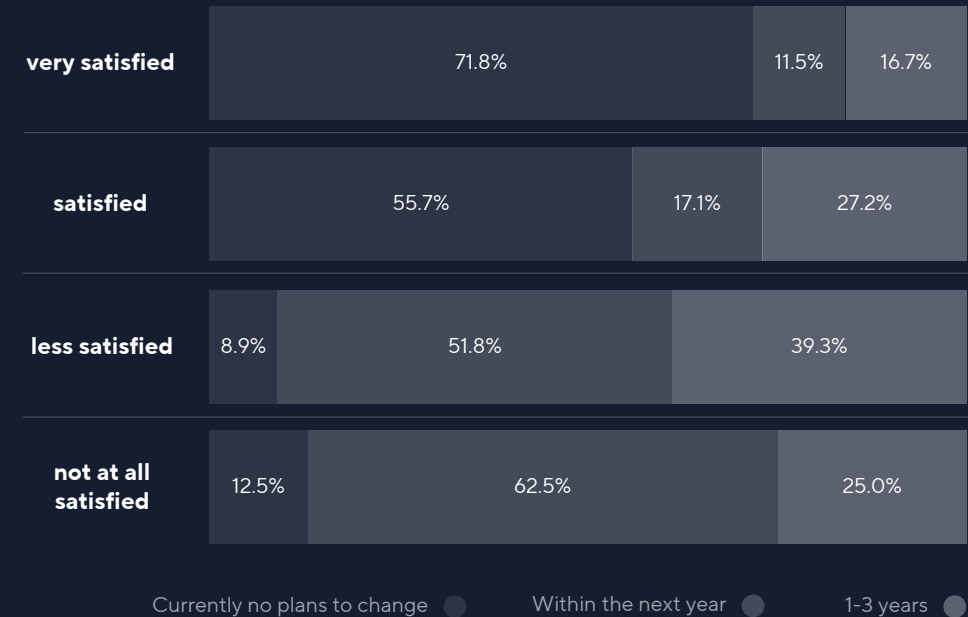
Florian Teufel – “Based on the results, two elementary questions arise for me:

1. How do these overtime hours come about? Is this the result of understaffing and/or working inefficiently?
2. Are there compensation programmes (monetary and time) for the extra hours worked, especially for employees without leadership responsibility? The high number of overtime hours, especially for top management, will (hopefully) be compensated monetarily or other benefits, but it remains to be seen whether compensation in terms of time or other actions would not make more sense.”

Job change in connection with satisfaction level



Probability of job change depending on satisfaction level



Moritz Hausel – “Fortunately, most respondents expressed satisfaction with their current job, with top executives reporting particularly high levels of satisfaction. However, job satisfaction is strongly correlated with the motivation to seek new job opportunities, with two-thirds of respondents indicating that they’re thinking about changing their job within the next year being due to dissatisfaction. Among the younger generation (age 18-34), 4 out of 5 expressed a desire to switch jobs within the next year. In our latest Konzepthaus Design Study, we delved deeply into the topic of "New Work," examining the values of this generation as they relate to their work environment.”

Annual available training days



Asaf Yaacobi – “To improve efficiency and job satisfaction, skilled personnel should receive continuous training relevant to their current roles and be nurtured as part of a larger team development strategy. Both the Design and HR departments share the responsibility of cultivating employee skill sets, which can lead to more effective design processes, better outcomes, and increased employee value. Failing to invest in internal training may result in higher payroll costs and low employee satisfaction.”

Your Konzepthaus Team



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