



## Dr. Marcus Bollig

Managing Director Products & Value Creation Division,  
Association of the Automotive Industry (VDA)

Dr. Marcus Bollig, born in 1967, has been a Managing Director of the Association of the Automotive Industry (VDA) since May 2022. He is responsible for the Products & Value Creation division. After studying mechanical engineering and completing his doctorate at RWTH Aachen University, the Bonn native moved to BMW AG in 1998. There Dr. Marcus Bollig was responsible for drive development, and from 2011 onwards he was initially responsible for the “New Technologies and Electrification” project as head of the department. In the following years he headed various other technical areas such as “Efficient Dynamics”, “Research Total Vehicle” and most recently “Process Powertrain”.

At the VDA, Dr. Marcus Bollig uses his drive and total vehicle expertise to mediate between the interests of politics, authorities and manufacturers when defining technical regulations. His technological focus is on the transformation to climate-neutral mobility and digitalization.