



Dr. Marcus Bollig

Managing Director of the German Association of the Automotive Industry (VDA)

Dr. Marcus Bollig, born in 1967, has been Managing Director of the German Association of the Automotive Industry (VDA) since May 2022. He is responsible for the “Product & Value Creation“ division.

After studying mechanical engineering and then completing his doctorate at RWTH Aachen, the Bonn native moved to BMW AG in 1998. There, Dr. Marcus Bollig initially devoted himself to engine and drivetrain development. From 2011 onwards, he was responsible for other technical areas, including New Technologies and Electrification, Efficient Dynamics and Complete Vehicle Research.

At the VDA, Dr. Marcus Bollig uses his expertise concerning powertrain and complete vehicle to mediate between the interests of politics, authorities and industry in the definition of technical regulations. His technological focus is on the transformation to climate-neutral mobility and digitalization.