

Ajay Jain

Born and educated in India; Ajay Jain is a Graduate of ArtCenter College of Design's European campus, in Switzerland, of 1995. Part of a distinguished group of alumni at the helm of design in the automotive industry. Ajay was exposed to an internationally diverse and culturally enriched career spanning over 20 years.

Ajay received his first professional opportunity through an internship at Opel / General Motors Europe, Germany in 1994. Mercedes-Benz Design took a special interest in Ajay's degree project and incorporated it in their strategic discussions with partners in emerging markets alongside the 1994 Mercedes-Benz FCC (Family Concept Car).

Having begun his career at Ford Motor Co.'s German studio in Cologne, Germany, Ajay honed his craft by working on several prospective and production exterior designs. Contributing to the feasibility and details of the ground breaking 1997 Ford Focus, Ajay penned the performance Ford Mondeo SVT and proposals for the 2000 Ford Thunderbird amongst others.

Tempted by the prospect of creating an entirely new brand and new range through design, Ajay took up the challenge to work for Daewoo Design Worthing U.K. While at Daewoo Ajay through his creative design proposals conceived of many of the products in the range and influenced products like the 2002 Daewoo Kalos and Daewoo Matiz replacement.

In 2001, Ajay seized on the opportunity of capitalising the potential of SAAB Automobile in Sweden where he worked in the advanced studio on Strategy and concepts for both Interiors and Exteriors for GM brands i.e. Opel, Cadillac, Saturn, Subaru in addition to those for SAAB. He created the vision for the 2002 Cadillac Sixteen Concept Car, the future of SAAB interiors and that of the 2004 Opel Trixx Concept

On Moving to Renault in France, in 2005 Ajay worked on exterior designs of several production Renault and Dacia models. Some were pivotal to Renault's international expansion; the 2009 Renault Scenic Conquest for France, the 2008 Renault Sandero Stepway for Brazil, the 2007 Renault and Dacia Logan Pickup for Romania and Iran. During this time he also established the proportions and architecture for the internationally successful Dacia/Renault Duster SUV.

Ajay had the opportunity to reconnect with his origins; when in 2007 Renault entrusted Ajay to establish their Design studio in India, the first in the country by an international O.E.M. The studio was inaugurated in 2008 with a multidisciplinary team of 15 strong recruiting and developing local talent. Renault Design India (RDI) was effective immediately, contributing to the localisation of the Logan Range and to an entry level vehicle to be made by Renault - Nissan alliance and Bajaj Auto. RDI is still going strong and has played pivotal in the design and development of Renault's entry-level 2015 Renault Kwid.

Attracted by the exciting pace of development, Ajay moved to China, in 2011, where he chose to participate in Shanghai Automobile Industrial Corporation's (SAIC) acquisition and regeneration of British Morris Garages (MG) and Chinese home-grown Roewe Brands. As a senior International Technical Expert of the Advanced and Strategy Design Teams, Ajay championed the conception, communication and completion of the creative visions for MG and Roewe brand strategies and product lineups. Coordinating research into the heritage of MG while identifying relevant and modern interpretations for contemporary vehicle concepts. Ajay coordinated the exploration of original design queues as embodied in the 2012 MG Icon Concept; voted the best concept at the 2012 Beijing motor show. While bringing to fruition the design of the MG GS SUV, the brand's successful flagship vehicle.

While at SAIC Motors Ajay also led the design of the BaoJun 330 sedan, a SAIC Motors' and General Motors' Entry Level Joint Venture & cooperation. By influencing the Product concept, vehicle Architecture and design content, Ajay achieving highly competitive proportion and silhouette within stringent cost constraints.

Geely Senior Design Manager; Ajay Jain is now not only responsible for the Exterior Design but also the strategic rollout of a complete range of Electric Cars. A phased approach to establish and thrive in the race to electrify. Commencing with quick to market derivative versions of existing cars. Culminating with purpose built electric cars that have unique architectures. Exploring new possibilities that needn't rely on inheriting their underpinnings from internal combustion engines & associated systems. The first results of which will be launched in Beijing in April of this year.

Ajay often interacts young aspiring car designers giving them the benefit of his experience and insights. Contributing to their education and professional development by mentoring graduates on internships, tutoring at colleges and participating in the Jury of Design competitions and theses. He hopes to herald a shift in design thinking led solutions for transportation and the car industry.

When asked which of his creations and achievements he's most proud of Ajay holds up his two young daughters and sites to his wife as his most trusted and indispensable collaborator.n