



AUTOMOTIVE DESIGN REPORT 2024

Employment Statistics & Development

INTRODUCTION



Welcome to the 4th year of the Konzepthaus Design Study focusing on “Employment Statistics & Development”. For many in the automotive and transportation design industry, this global salary guide has become the go-to document while finding their next professional challenge. For HR departments, the KDS has become a yearly staple to benchmark themselves against a global standard and develop their structures towards a new level.

Everyone at Konzepthaus is very proud of the role this “little” study has taken with so many people within the car design industry. We will continue to keep this fully free and openly accessible document so that as many people can use it for their own use cases.

Thank you to all of you in the car design community for your continuous support of the KDS. We hope you enjoy the 2024 edition.

Martin Groschwald
CEO

**KONZEPT
HAUS**
DESIGN STUDY

AUTOMOTIVE DESIGN REPORT 2024



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.

**KONZEPT
HAUS**
DESIGN STUDY






1074

participants








GENDER

male	♂	84%	
female	♀	15%	
divers	⚭	1%	

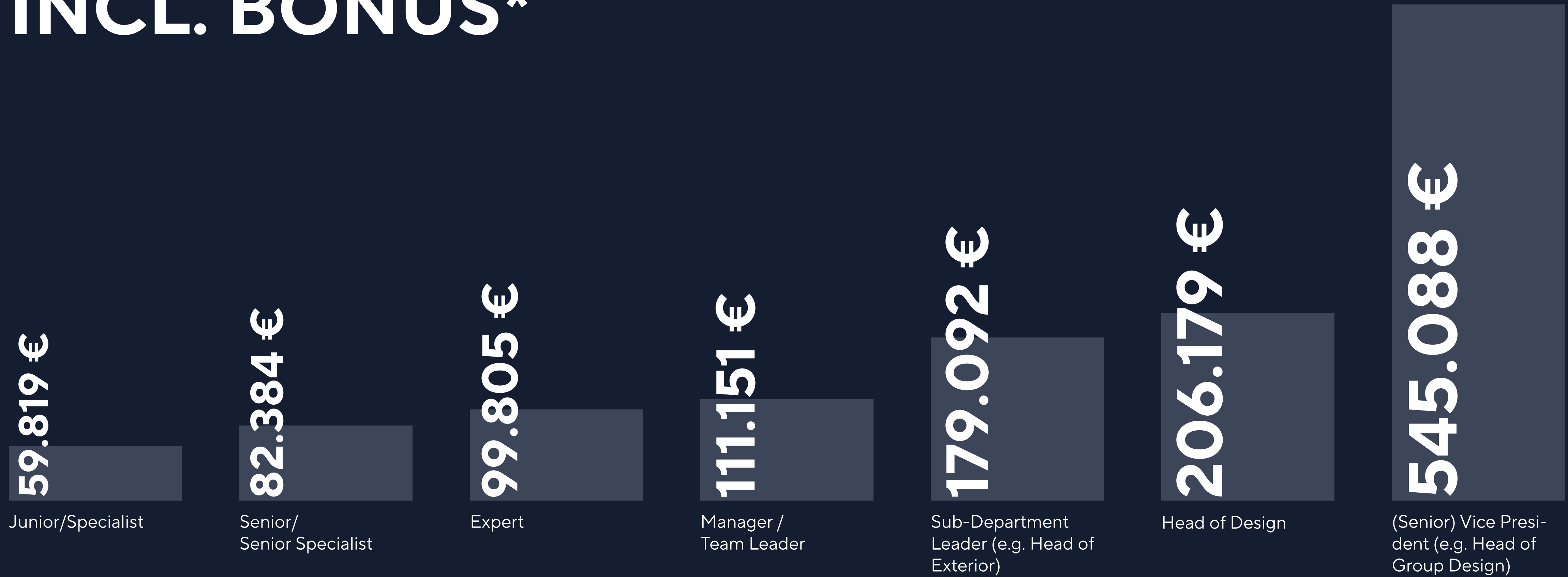
AGE RANGE

18 - 24	3%	
24 - 34	31%	
35 - 44	40%	
45 - 55	18%	
over 55	8%	

LEVELS

Junior	13%	
Senior	29%	
Expert	17%	
Manager	22%	
Sub Department	9%	
Head of	6%	
SVP	4%	

1 AVERAGE ANNUAL SALARY INCL. BONUS*



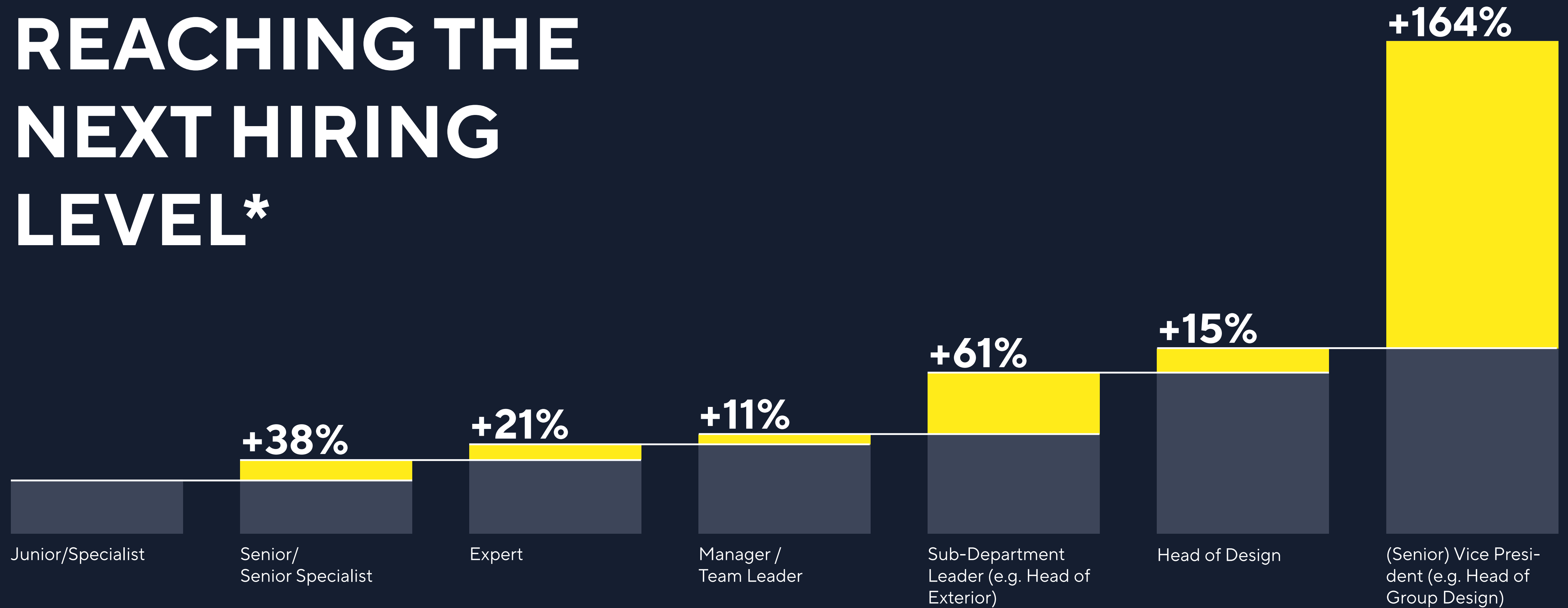
|Automotive manufacturer

|Fulltime employee and temporary employment

|Worldwide

*Currencies were converted into € on 8th April

2 AVERAGE SALARY INCREASE WHEN REACHING THE NEXT HIRING LEVEL*



|Automotive manufacturer

|Fulltime employee and temporary employment

|Worldwide

* incl. Bonus



3 AVERAGE ANNUAL BONUS (%) ON BASIC SALARY

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

+7%

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

+16%

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

+32%

|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide



4 SALARY COMPARISON BETWEEN CAR MANUFACTURERS

22% 

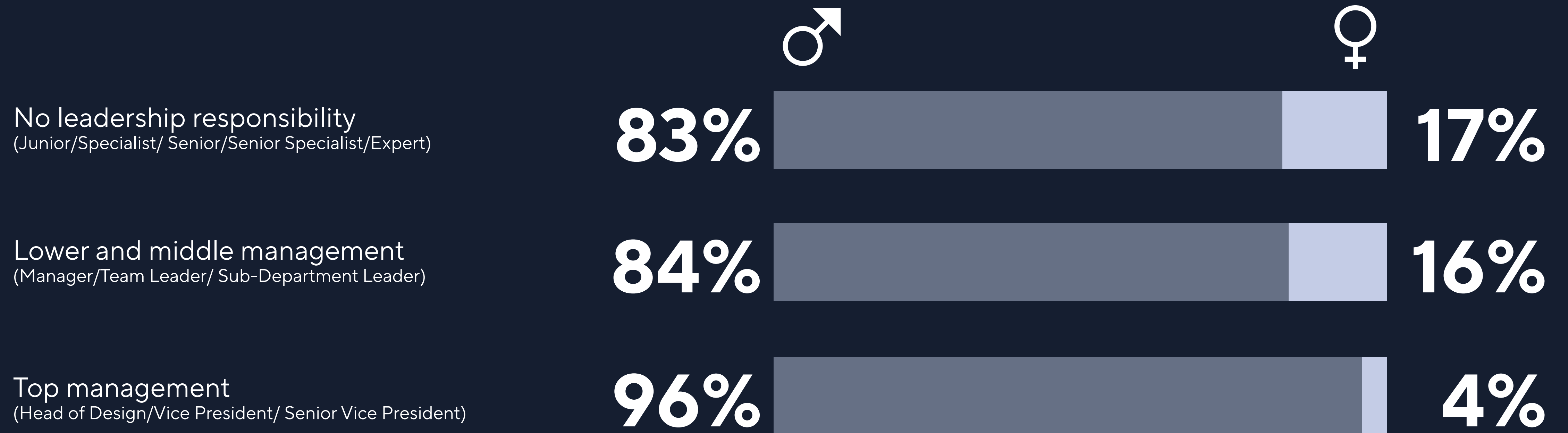
higher salaries are paid by start up car manufacturers (founded after 2010) rather than established manufacturers

|Automotive manufacturer

|Fulltime employee and temporary employment

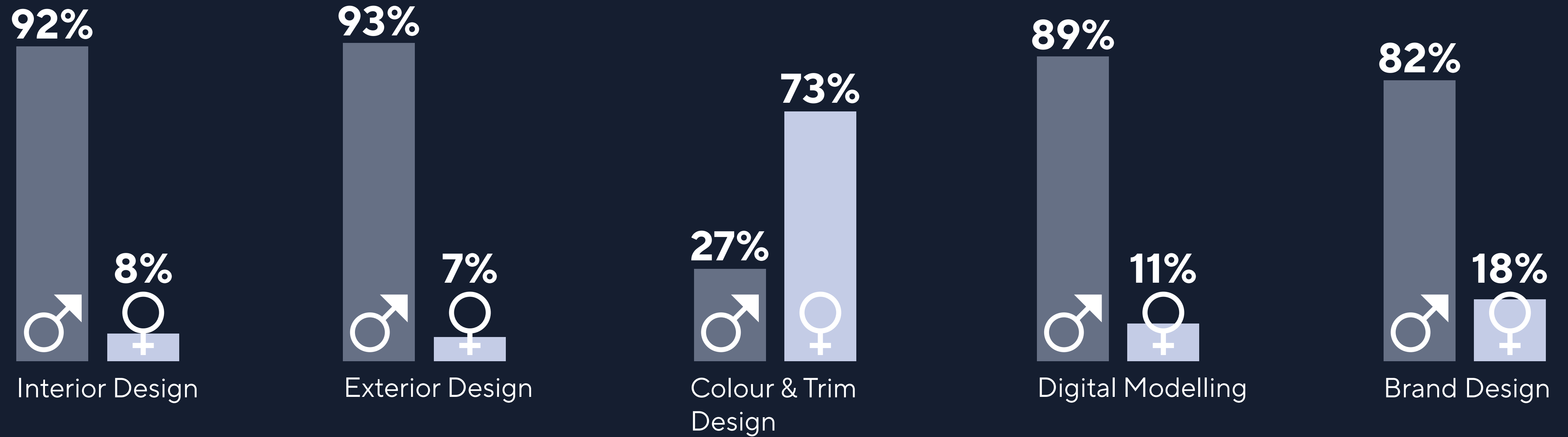
|Worldwide

5 GENDER DISTRIBUTION



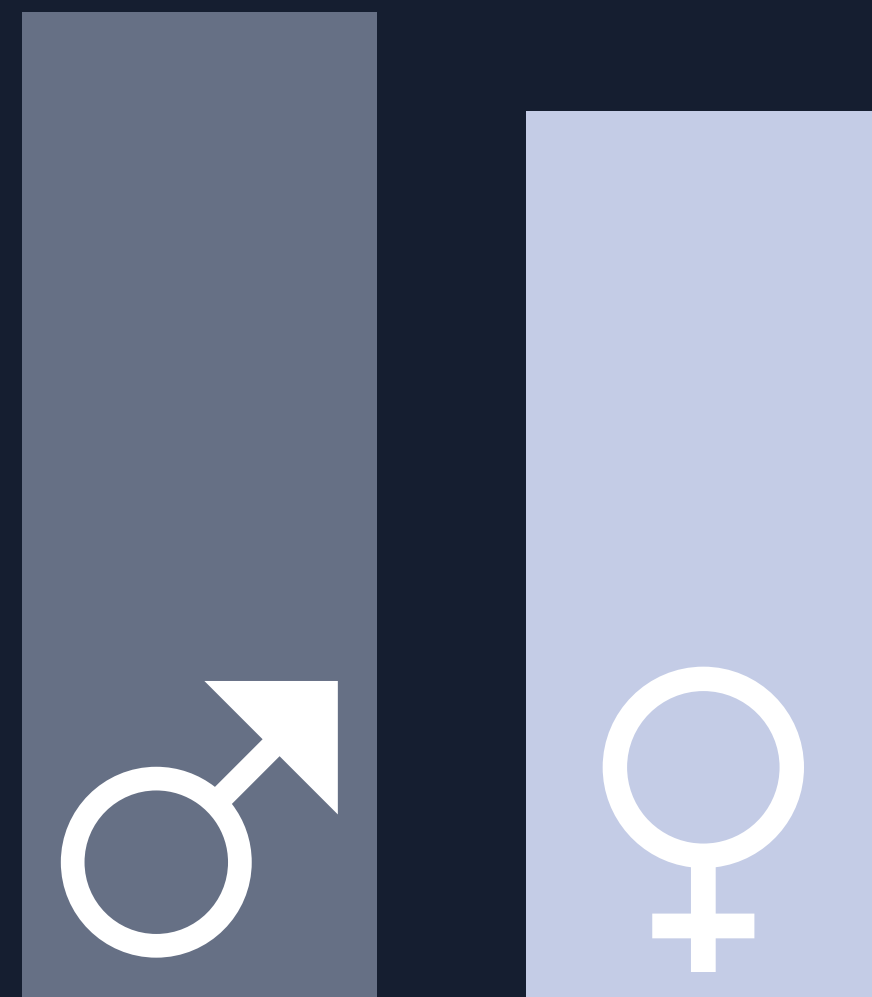
|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide

6 GENDER COMPARISON PER DEPARTMENT



|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide

7 GENDER SALARY GAP



15%

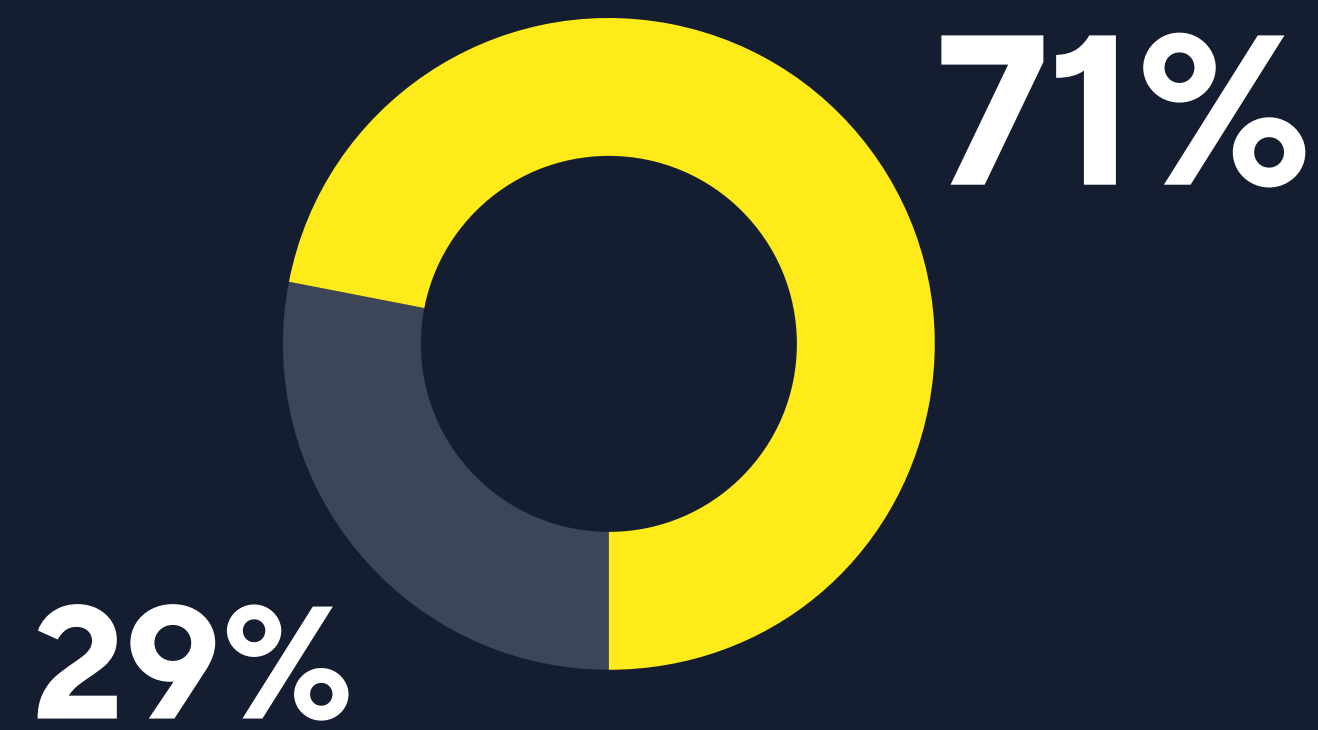
is the average salary of men higher than the salary of women

|Automotive manufacturer

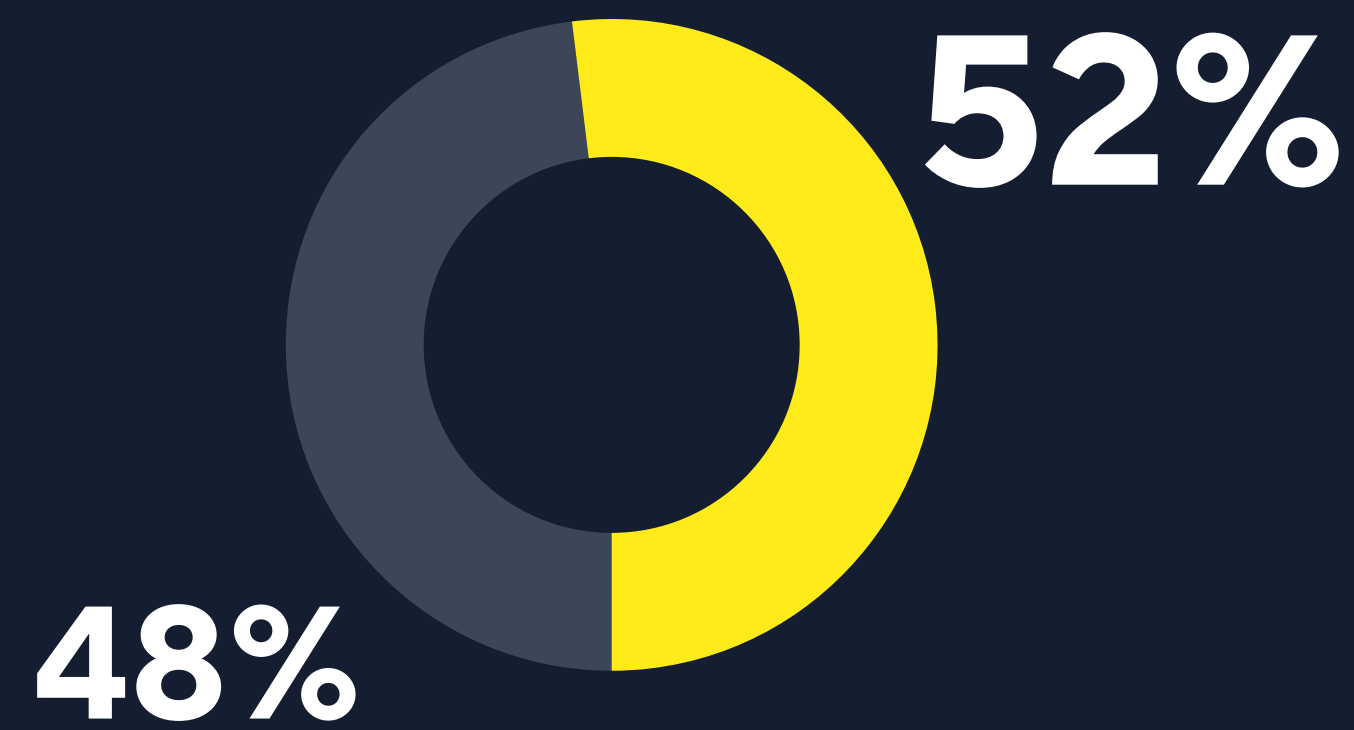
|Fulltime employee and temporary employment

|Worldwide

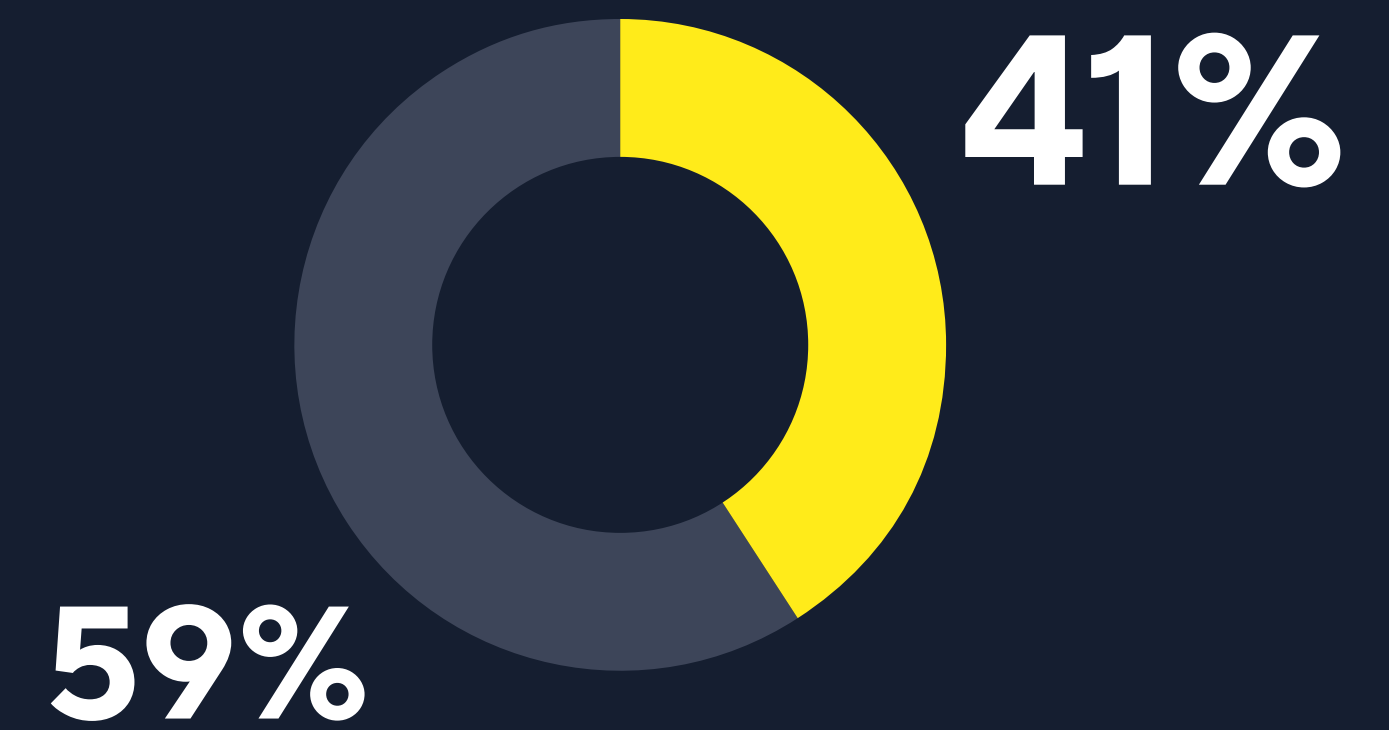
8 TIME SPENT ON ADMINISTRATIVE VS CREATIVE WORK



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



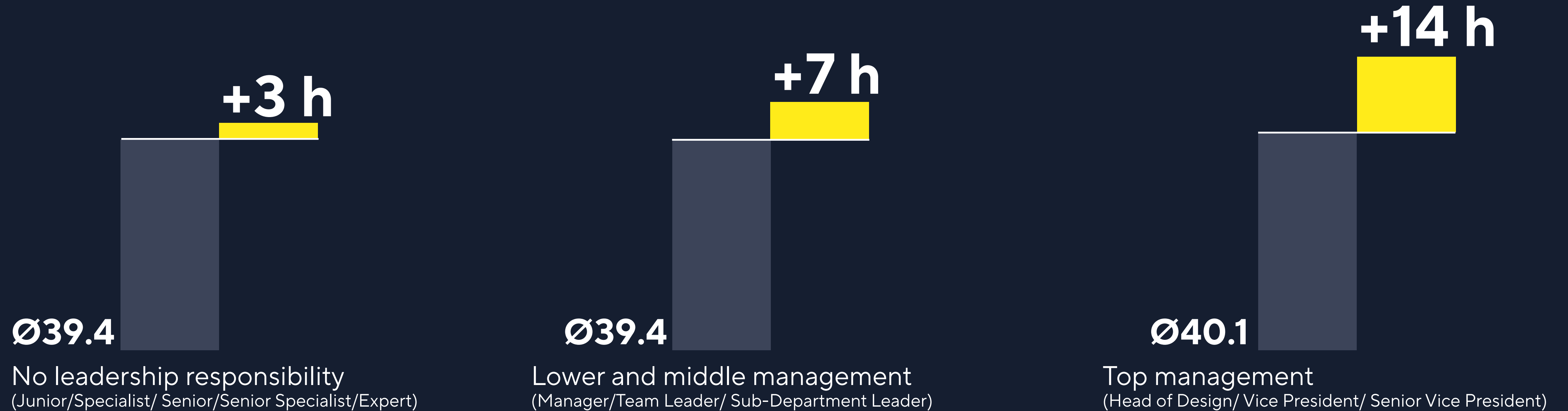
Lower and middle management
(Manager/Team Leader/ Sub-Department Leader)



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

|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide

9 CONTRACTED VS ACTUAL WORKING HOURS PER WEEK



|Automotive manufacturer

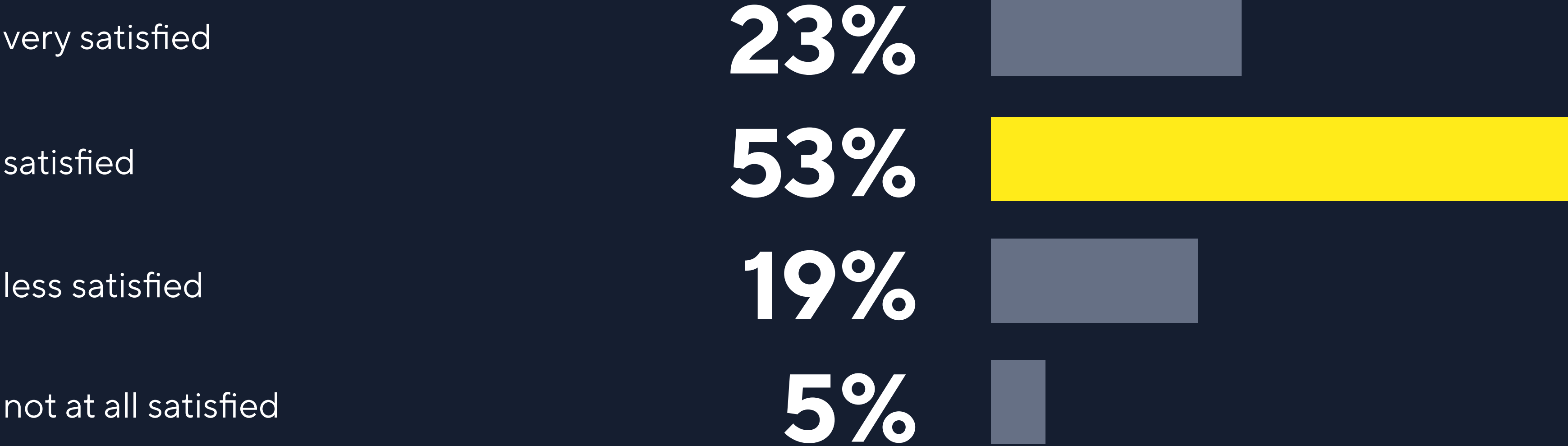
|Fulltime employee and temporary employment

|Worldwide



10 JOB SATISFACTION IN THE CURRENT ROLE

Satisfaction level



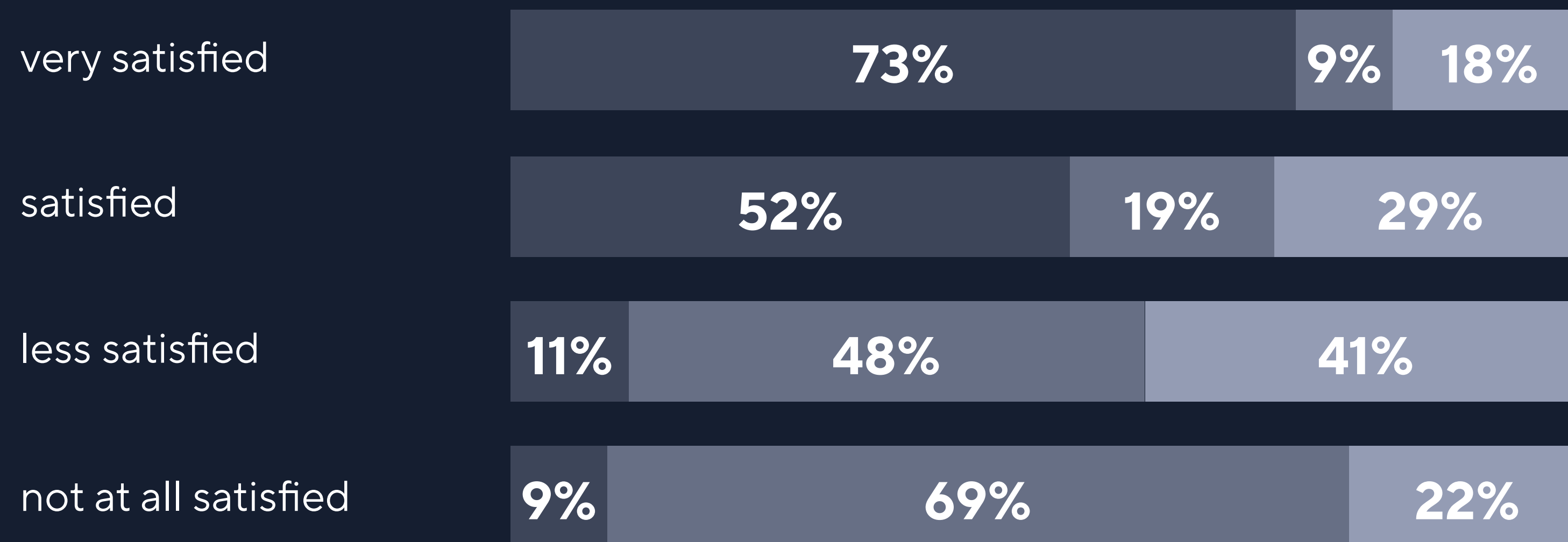
|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide



11 JOB CHANGE IN CONNECTION WITH SATISFACTION LEVEL



Probability of job change depending on satisfaction level



|Automotive manufacturer |Fulltime employee and temporary employment |Worldwide

12 ANNUAL AVAILABLE TRAINING DAYS



|Automotive manufacturer

|Fulltime employee and temporary employment

|Worldwide

13 ADDITIONAL BENEFITS*



Additional benefits offered by the employer

Benefits employees **wish** for

Company pension scheme

1

Sports and leisure activities

Vehicle allowance

2

Vehicle allowance

Flexible working schedules

3

Meal subsidy

Employee discount

4

Education budget

Healthcare benefits

5

Events

|Automotive manufacturer

|Fulltime employee and temporary employment

|Worldwide

*multiple selection was possible

YOUR KONZEPTHAUS TEAM



GET IN TOUCH!



MARTIN GROSCHWALD
CEO



MORITZ HAUSEL
Unit Leader Consulting & Learning



CHAKIL SOOBRAITY
Manager Recruiting



KDS Team



OLIVER VOGT
Partner



ASAF YAACOBI
Director



CORA WALTER
Consultant & Design Project Manager



FELIX KRABLER
Senior Associate



MORITZ DECKER
Consulting & Learning Working Student



HEINRICH HERMS
Marketing Working Student

