

WorldAutoSteel Announces Appointment of Ingo Olschewski as New Director

29 July 2025, Brussels, Belgium – [WorldAutoSteel](https://www.worldautosteel.org) today announced the appointment of Ingo Olschewski as its new director. He succeeds Cees ten Broek, who will serve as an advisor to the organization until his retirement later this year.

With more than two decades of experience in the automotive industry, Olschewski will lead WorldAutoSteel's global membership of automotive steel producers to advance the use of steel for next-generation passenger mobility. He will oversee all aspects of the group's activities, working closely with member companies to plan and implement technical studies and engineering and advocacy programs that demonstrate how steel can continue to meet the evolving needs of automotive manufacturers.

"Steel has an exciting past, and an even more exciting future. As the world moves toward net-zero, steelmakers are innovating at pace to help industries like automotive reduce lifecycle emissions and deliver more sustainable solutions. Ingo brings rich strategic experience of working with OEMs and suppliers to address these challenges. I look forward to seeing him lead WorldAutoSteel through this next phase, building on the strong foundation set by Cees, whose years of outstanding leadership have been instrumental to cementing steel's role in the future of mobility," said Dr. Edwin Basson, Director General, worldsteel.

"Since taking on this role in 2011, I've had the privilege of working alongside some of the most committed and visionary people in the sector – including Ingo, who has made significant contributions, shaping several of WorldAutoSteel's strategic studies at the same time," said ten Broek. "The organization is in excellent hands as Ingo leads it into this exciting new chapter."

"Steel has long been at the heart of automotive innovation, and its role is only becoming more critical in vehicle design and manufacturing," said Olschewski. "As the industry undergoes a rapid evolution driven by electrification, autonomy, and sustainability, I look forward to helping our members shape the future of mobility. Through continued collaboration and dedicated technical programmes, we aim to demonstrate that steel is not just keeping pace with change, but driving it."

Olschewski previously served as Head of Strategy & Consulting at German automotive engineering services provider fka, where he worked closely with WorldAutoSteel on strategic studies such as "Future Trends and Impact on Steel." His experience includes leadership roles advising automotive OEMs and suppliers on portfolio strategy development, developing and evaluating innovative new mobility concepts, and assessing product innovations in the context of future regulatory requirements, market positioning, and evolving value chains. He has also contributed to the work of ElektroMobilität NRW, a regional initiative to promote electric mobility in road-based passenger and freight transport across Northern Rhine-Westphalia, Germany. He is a graduate of RWTH Aachen University in Germany, where he studied Business Administration, majoring in international accounting and business law.

Notes to editors

For media enquiries, please contact:

US: Michelle Caldwell, Communications Manager, WorldAutoSteel
+1 313 418 4692 | mcaldwell@worldautosteel.org

UK & Europe: Harriet Mountford, Deputy MD, TALA
+44 7813 202 726 | harriet.mountford@teamtala.com

About WorldAutoSteel

[WorldAutoSteel](#) is a group of the world's largest automotive steel producers, focused on advancing vehicle manufacturers' use of steel for future mobility through engineering, research, and advocacy programmes. The organization initiates technical studies and engineering programs to support the automotive industry with practical tools, guidelines, and innovative vehicle concepts. WorldAutoSteel is the automotive group of the [World Steel Association](#). Both organizations are headquartered in Brussels, Belgium.

