



L I N C O L N

LINCOLN MEDIA CENTER



## Robert Gelardi

Chief Interior Designer, The Lincoln Motor Company

Robert Gelardi was appointed Chief Designer of the Lincoln interior studio in March, after serving as design manager on the all-new Ford Bronco. He is now responsible for the interior design of the entire Lincoln portfolio.

Gelardi is originally from Southern California, where his father had several old cars he worked to restore. Since the time he was able to pick up a pencil, Gelardi knew he wanted to design cars. “I’d spend hours drawing cars while my friends played video games,” he said. “Automotive was always my goal, and my mother and grandmother always encouraged my artistic goals.”

Gelardi completed his education at both the University of Michigan and College for Creative Studies. While he always felt the pull to automotive design, he studied industrial design for a wider perspective.

With Ford Motor Company now for nearly 20 years, Gelardi has served in many roles in exterior, interior and component design for both Ford and Lincoln. He had a hand in designing the Jay Leno 1968 Bronco shown at SEMA in 2019. Prior to that, he spent four years working on the Lincoln Continental and Corsair and played a large role in the Quiet Flight design strategy that led to Lincoln Aviator and Navigator.

“I’m honored and excited to be a part of the Lincoln team as we continue to evolve our interior sanctuary and elegant design of vehicles across the brand,” he said.