# **BUGATTI RIMAC AND VOLKSWAGEN GROUP OF AMERICA AGREE ON EXCLUSIVE USA DISTRIBUTION PARTNERSHIP**

September 20, 2023

**Bugatti Rimac, the world’s ultimate hypercar company, has signed an agreement with Volkswagen Group of America, granting the Group the status of official exclusive importer of Bugatti and Rimac vehicles into the USA. The move will see the sale of both Bugatti and Rimac-branded vehicles across the States taken on by Volkswagen Group of America to secure and evolve the exceptional level of customer service that both brands have already established.**

The agreement was signed during Monterey Car Week, where both brands, Bugatti and Rimac were displaying examples of their hyper sports car range; the Bugatti Chiron Super Sport, Bolide and W16 Mistral as well as the new Rimac Nevera Time Attack. Pablo Di Si, CEO of Volkswagen Group of America, Mate Rimac, CEO of Bugatti Rimac, Christophe Piochon, COO of Bugatti Rimac, and Bugatti Rimac Commercial Director, Hendrik Malinowski each signed the new collaborative agreement.

It promises to not only improve the distribution network of Bugatti Rimac in the US but also symbolizes the seamless integration of Bugatti Rimac's innovative spirit and Volkswagen of America's unmatched market presence and influence. In parallel, current COO of Bugatti America, Sascha Doering, will take on an expanded role that will encompass the Rimac brand.

*“For both the Bugatti and Rimac brands, the USA is the strongest single market in the world so it’s important that we curate a sales and ownership experience befitting the extraordinary cars that we’re delivering to customers. The alignment and cooperation with Volkswagen Group of America will allow our dealer network in the States to evolve with the enormous experience and resources available to them, allowing us to combine all the best bits of a mass market sales operation with the bespoke, customer-centric special touches that have become a hallmark of both Bugatti and Rimac brands.”*

**Mate Rimac**
Founder and CEO of Rimac Group

*“We’re thrilled to continue distributing Bugatti vehicles through our newly-signed agreements. Our distribution network has long provided the support and expertise necessary to provide the highest quality experience for our customers. We’re also excited that we will import and distribute Rimac models through this collaboration, providing even more variety for our customers.”*

**Pablo Di Si**
 President and CEO of VWGoA