# **Rimac Appoints Al Habtoor Motors as UAE Dealer Partner**

May 25, 2023

**Rimac Automobili has appointed Al Habtoor Motors, one of the leading automobile distributors in the United Arab Emirates (UAE), to manage the sales and aftersales of the Nevera all-electric hyper GT across the region.**

Rimac Automobili has appointed Al Habtoor Motors, one of the leading automobile distributors in the United Arab Emirates (UAE), to manage the sales and aftersales of the Nevera all-electric hyper GT across the region.

As an exclusive UAE partner for Rimac, Al Habtoor Motors is offering a bespoke service for potential customers. This will mean that Rimac representatives will be able to use the latest state-of-the-art digital configuration tools and aid customers to create bespoke vehicles tailored to them. As well as this, once purchased, customers can be assured of the highest standards of after-sales service courtesy of Al Habtoor Motors’ market-leading after-sales facilities. Al Habtoor will be opening the UAE’s first Rimac showroom in Q1 2024 in Dubai, with bespoke home and office visits available now.

*“In Al Habtoor Motors, we have found the perfect partner to introduce the groundbreaking Nevera to the UAE market. With the UAE's forward-thinking environment, it serves as the perfect destination for our revolutionary hypercar. The Nevera goes beyond conventional boundaries, redefining the driving experience and setting an unparalleled performance standard in the world of hypercars. By joining forces with Al Habtoor Motors, together we will showcase the potential of the Nevera to clients and prospects in the UAE, offering an unrivaled hypercar experience.”*

**Mate Rimac**  
Founder and President of the Rimac Group, CEO Bugatti Rimac and Rimac Technology

*“The UAE’s reputation as the home for passionate and knowledgeable supercar and hyper enthusiasts has increased with Rimac’s launch. The high-performance EV technology created by Rimac has set world records and will undoubtedly satisfy even the most avid speed enthusiasts. With many years of experience operating in the luxury car market, we are extremely excited to now be partnering with Rimac and look forward to providing an all-electric hypercar experience in the UAE.”*

**Mr. Sultan Al Habtoor**  
President of Al Habtoor Motors

“Building our global network of dealer partners is an incredibly important part of the Nevera’s journey. Our customers are beginning a long-term commitment to Nevera, and with the help of partners like Al Habtoor Motors (Rimac UAE), we can ensure that their ownership matches the thrill of driving this exceptional vehicle Nevera. We are thrilled to have Al Habtoor Motors as our trusted partner in delivering this experience to the future Rimac owners in the UAE.“ said Hendrik Malinowski, Bugatti Rimac Managing Director.

"At Al Habtoor Motors, we are delighted to join forces with Rimac Automobili and become their official distributor in the UAE. With our reputation for providing luxury cars, like Bugatti, to our customers, we are eager to bring Rimac's exceptional vehicles to our esteemed clientele. Our pledge to unparalleled customer service and personalized experiences will be further elevated when we open a Rimac showroom in early 2024. Together, we are paving the way for the future of transportation in the UAE and giving our customers a remarkable driving experience like no other,", said Joseph Tayar, Director of the Prestige Division at Al Habtoor Motors.

Known for its cutting-edge hypercars and advanced technology solutions, Rimac Group is a leader in the high-performance automotive industry. The Rimac Nevera represents the pinnacle of high-performance technology, boasting both stunning design and incredible power. Designed, engineered, and built in-house at Rimac in Croatia, this hypercar has set a new benchmark for the automotive industry, with only 150 examples to ever be built.

The Nevera is officially the world’s greatest record-breaking hypercar, having secured 23 acceleration and braking records in a single day during 2023, including 0-60mph, 0-100mph and the new hypercar benchmark: the 0-400kph(249mph)-0 test. It also achieved the highest top speed for a roadgoing electric car during 2022, achieving 256mph (412kph).

Part of the renowned Al Habtoor Group, Al Habtoor Motors was established in 1983 and delivers first-class service to its customers in all aspects of the auto business through advanced facilities for sales and after-sales support. The company is the exclusive distributor of several major automotive brands in the UAE, and has one of the largest aftersales facilities in the world located in Dubai Industrial City which services all of its prestige brands under one roof.