# **Rimac events at Monterey Car Week 2017**

August 31, 2017

**To car enthusiasts simply known as ‘Pebble Beach’, a week-long series of events in Monterey, California has become an August tradition.**

**It is one of the most important celebrations on the automotive calendar for both car manufacturers and the attendees: enthusiasts, collectors, owners and motor-sports personalities.**

At this year’s Monterey Car Week Rimac has showed-off two US customers’ Concept\_One hypercars and Greyp electric bikes. The week meant a lot of firsts for us, as we made an appearance at the top two events of the series – McCall’s and Quail. Here’s our take on the events:

At McCall’s Motorworks Revival, we found our spot on the red carpet, taking in the fantastic atmosphere of the most elegant and stylish event of the week. On Wednesday evening, McCall’s was all about cars, jets and jet-setters keeping their hands busy with champagne while mingling around the iconic location of the Monterey Jet Center. As the night drew in, the party took over the scene.

The Quail: A Motorsports Gathering is the marquee event of the week, where cars are supposed to be the highlight of the event, but the food, drinks and people are equally engaging. This automotive garden party gave us the opportunity to engage with both current and future customers. The Rimac Concept\_One captured attention by appearing alongside many gems from the past, as well as jaw-dropping cars of the present and future on the rolling greens of the Quail Lodge and Golf Club. We ended this Friday on a celebratory note with an evening gathering at the Rimac base. The video captures the relaxed atmosphere at the party.

Over the course of the week, we had established our temporary US Headquarters to welcome friends, customers and media representatives who had the opportunity to ride shotgun in the Concept\_One and speed around Carmel-by-the-Sea on our Greyp bikes, never taking the grin off their face. We enjoyed our time with Paul and Rich, our first US customers, to whom we are ever grateful for sharing their cars with others, giving them the opportunity for the ‘nothing compares’ experience.

Overall, the week has been a great success. The exclusive events of the Monterey Car Week served as a perfect setting to introduce the Rimac brand and the outstanding performance of our flagship hypercar, the Concept\_One, to the US market. Although sold-out, it set the benchmark for the next generation of hypercars to follow.

Monterey, until next year…  
  
Marta Longin,  
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