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# BUGATTI APPOINTS SASCHA DOERING AS COO FOR THE AMERICAS



## Sascha Doering joins Bugatti of the Americas at a pivotal time, bringing with him an outstanding career and proven leadership track record within the luxury and technology spheres of the automotive world.

In his new role, Sascha will oversee, shape and implement core brand and business strategies that will form the basis of a new era for Bugatti as the wider automotive landscape embraces change. Part of this will include enhancing the Bugatti experience in North America for its valued customers and dealer network as well as seamlessly managing the transition into the new Bugatti Rimac joint company.
"Bugatti is a brand like no other," said Sascha. "It represents a conception of luxury that arcs beyond its native automotive space whilst maintaining its leading position in creating the finest

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and greatest hyper sports cars in the world. I am absolutely delighted to join Bugatti of the Americas — it's a privilege, in fact.

''The industry today is facing some major challenges — a lot of which will play out in the next decade; but Bugatti is a brand brimming with incredibly talented people, which fills me with confidence and excitement heading into the future. There is no doubt in my mind that Bugatti will continue to be at the forefront in everything it does. It is, after all, a brand like no other.''

Sascha joins Bugatti of the Americas with a career that has seen more than 15 years of delivering outstanding achievements in the automotive industry, with a specific focus on realizing innovative game changing milestones in the automotive luxury and technology sectors. He established and evolved various business, brand and operating functions at Automobili Lamborghini North America.

More recently, Sascha successfully established Automobili Pininfarina's initial North American distribution network and commercial operating functions while later continuing his work with the brand as an Executive Advisor. His experience further extends into the electric mobility space having previously co-founded and served as the CEO of MODOS Technologies, an on-demand mobility platform, as well as director of sales for premium EV maker Faraday Future.

Reflecting on his first 'Bugatti moment,' Sascha recalls: ''I was a teenager when the legendary EB110 was unveiled to the world. And from that point onwards in 1991, my love for Bugatti began. I remember looking at the EB110 thinking, open-mouthed and starry-eyed, 'this is otherworldly.' That car is one of the defining moments in automotive history — even one of my heroes, Michael Schumacher, acquired an EB110 SS. I can safely say it's something of a dream come true to join this incredible brand.''

Welcoming Sascha to Bugatti of the Americas, Managing Director Hendrik Malinowski, said: ''It feels like Sascha was always destined to join Bugatti and I am delighted to welcome him as our new COO for the Americas. His proven track record in the technology and luxury automotive mobility spaces is in perfect alignment with how we see Bugatti's onward journey as the marketplace and industry evolve.''

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