BUGATTI RIMAC COMPLETES OWNERSHIP TRANSITION, CONFIRMS NEW LEADERSHIP TEAM

The acquisition of Porsche's shareholdings in Rimac Group and Bugatti Rimac by a consortium led by HOF Capital has been completed.

Porsche and Rimac Group established the Bugatti Rimac joint venture in 2021, with Rimac Group holding a 55% majority stake and Porsche holding the remaining 45%. Porsche also held a 21% shareholding in Rimac Group. Under the transaction announced in April 2026, a consortium led by HOF Capital, including BlueFive Capital as its largest investor and other institutional investors from the US and Europe, agreed to acquire Porsche's shareholdings in Rimac Group and Bugatti Rimac. The transaction has now been completed.

> "I am really happy that the deal with Porsche and HOF Capital has been completed. Porsche has been a very valuable partner for all these years, enabling us to build strong foundations for the future of the brand. I am really looking forward to our collaboration with HOF Capital, who will be a great asset in executing our long-term vision for the exciting future of Bugatti."
>
> MATE RIMAC
>
> CEO OF BUGATTI RIMAC

With the new shareholder structure now fully in place, Bugatti Rimac further consolidates Mate Rimac's strategic and operational long-term vision for Bugatti, created when he was appointed Bugatti Rimac CEO in 2021. Mate will be supported by a new and restructured leadership team. Christophe Piochon will step down as President of Bugatti Automobiles and Chief Operating Officer of Bugatti Rimac. Mate Rimac himself will take over the role of President of Bugatti Automobiles while Marko Brkljačić — former Chief Operating Officer at Rimac Technology — is planned to be joining the Bugatti Rimac leadership team as Chief Operating Officer. Further changes are planned for the immediate future, including the appointment of current Bugatti Automobiles Managing Director, Hendrik Malinowski, as Chief Commercial Officer of the brand.

> "With more than two decades with Bugatti, Christophe has strongly influenced the brand as it stands. From the Veyron to the Tourbillon, he has contributed to build and protect the quality and craftsmanship that define all hyper sports cars leaving Molsheim. On behalf of the entire team at Bugatti Rimac, I want to thank Christophe and wish him every success and take the opportunity to welcome Marko."
>
> MATE RIMAC
>
> CEO OF BUGATTI RIMAC

The new executive appointments are put into place during a pivotal moment in Bugatti history: the opening of the new La Manufacture production facility in Molsheim this July, and the final stage of the Tourbillon testing phase. Together, these milestones form the foundation of the ten-year vision for Bugatti set out under the leadership of Mate Rimac in 2021.

Press Contact
Jan Schmid
Director of Brand, Marketing & Communications
communications@bugatti.com