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BUGATTI RIMAC TO OPEN NEW BERLIN DESIGN AND ENGINEERING HUB

2026 BUGATTI AUTOMOBILES S.A.S.



A new engineering and design center in Berlin will be a focal point of the future of Bugatti Rimac. Achim Anscheidt, recently appointed Design Director at Bugatti Rimac, will work hand-in-hand with CTO Emilio Scervo between Berlin and Zagreb to develop the next generation of Bugatti and Rimac hypercars.

As two of the world's most renowned hypercar manufacturers embark on an all-new era under the Bugatti Rimac joint company, a new innovation hub in Berlin expands its European footprint. Focused on the design and engineering of future Bugatti Rimac technologies and products, the Berlin-based team will work hand-in-hand with colleagues at the Bugatti Rimac HQ in Zagreb, overseen by newly-announced Bugatti Rimac Design Director, Achim Anscheidt, and Bugatti Rimac CTO, Emilio Scervo.
While the Headquarters of Bugatti Rimac remain in Zagreb with the majority of employees and future expansion building-up in Croatia, this new Berlin hub operates under a new German subsidiary company, Bugatti Rimac GmbH. It houses not only design and engineering teams, but also other Bugatti Rimac functions, including Procurement, Finance, Program Management, IT, Legal and Marketing that work hand-in-hand with their colleagues in Croatia and in Molsheim. It is very deliberately chosen as one of the most vibrant, creative and innovative areas of Germany.

For decades, Berlin has thrived as a city that nurtures start-ups and rewards outlandish ideas. To this day, it remains an epicenter for artists and designers, as well as technology start-up businesses and incubators. It is the ideal platform from which to nurture the new engineering and visual identity of future Bugatti and Rimac vehicles under Bugatti Rimac.

The Group's global headquarters is located near Zagreb, Croatia, and will transition to the brand-new, €200M, 100,000 m2 Rimac Campus. Bugatti will maintain its production facilities in Molsheim, France, where it will continue to manufacture its cutting-edge hypercars.

To forge the next chapter of automotive history as a multinational company, Bugatti Rimac combines Rimac's unique agility, in-house technical expertise and innovative drive with Bugatti's expansive heritage, engineering excellence and unique design will create the next generation of sector-defining hypercars.

Together, Achim Anscheidt, Chief Designer and Emilio Scervo, CTO of Bugatti Rimac, will assemble the kind of forward-thinking minds necessary to develop the future of the world's leading hypercar business. Positions are already available for Concept Chief Engineer, Head of High-Voltage Systems and Components, Head of Fine Mechanics, as well as design roles with specific focus on interior, exterior and VR.

Adriano Mudri, previously Director of Design of Rimac Automobili, is becoming the Director of Design of a future mobility-focused sister company to Rimac, developing next-generation vehicles that will be revealed at a later point.

Mate Rimac, CEO at Bugatti Rimac, said: ''Bugatti Rimac GmbH is an exciting new expansion of the business. This new subsidiary will be deeply involved in many exciting hypercar projects that we are very much looking forward to sharing with the world. Our team is expanding day by day, and Bugatti Rimac GmbH represents an opportunity for the very best in the industry to join us, demonstrate their skills, and be part of a company that's re-defining the hypercar.''

Achim Anscheidt, Design Director at Bugatti Rimac, said: ''From the inception of the Veyron to the end of the Chiron era, this legacy will mark one chapter of the Bugatti story but now we are preparing for an all-new era with Bugatti Rimac. With the opening of our new Berlin office, we're preparing to evolve this story towards new innovative horizons, with a fresh design direction that reflects the cutting-edge electrification technology pioneered by Rimac Group. It is of utmost importance for us to preserve the stylistic DNA of a Bugatti, however our characterizing design identity continues to be authenticated by the means of form following performance. With new electrified technologies, our design focus will change by necessity, ushering in a proportion perfectly honed to both the excitement of the combustion engine and the instantaneous power of the electric drivetrain. I am also very excited to help evolve the Rimac brand and design DNA, which, in a relatively short time, has already received global recognition.''

Emilio Scervo, CTO at Bugatti Rimac, said: ''The Veyron and Chiron were of the same family but now we have the opportunity to establish a new lineage as part of the Bugatti Rimac era. With the world-leading performance electrification expertise, pioneered in the Rimac Nevera, and the unrivaled combustion engine innovation of the Chiron, the possibilities for unleashing new levels of ability and performance are almost endless. Working hand in hand with Achim will enable us to deliver engineering works of art; a modern synthesis of beauty and performance, emotional engagement and engineering prowess.

''Our aim is to pursue the best materials and the latest technologies, but also the finest and boldest minds, and with our new facility in Berlin we believe we have the infrastructure in place to deliver on this fascinating challenge.''

ABOUT RIMAC GROUP

The Rimac Group, led by CEO Mate Rimac, is majority shareholder of Bugatti Rimac and the sole stakeholder of Rimac Technology. The Group brings together the most advanced hypercars in the world with a globally renowned team developing high performance electrification, autonomous and software solutions for the world's largest OEMs. Rimac is based on the outskirts of Zagreb, Croatia, with locations around Europe, and currently employs more than 1,300 people. From 2023, the Rimac Group will be headquartered at a new state-of-the-art 200,000 m2 Rimac Campus, large enough to accommodate over 2,500 people.

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