# **BUGATTI RIMAC TO OPEN NEW R&D AND INNOVATION CENTRE IN ITALY**

October 12, 2023

**Bugatti Rimac, the world’s most advanced hypercar company, is extending its operations across Europe with the establishment of a new R&D and innovation center in Italy. Almost a year after the company opened a new design and engineering center in Berlin, Germany, it is set to expand its footprint further in another of the continent’s renowned locations for automotive expertise and technical excellence, with the creation of the new Bugatti Rimac Italy facility in Bologna.**

As well as positioning Bugatti Rimac close to valued partners and suppliers, enabling it to provide swift and responsive support where required, the new center will act as a satellite for the company headquarters in Zagreb, with a future capacity of up to 50 employees working in tandem with the team in Croatia.

Since its formation in 2021, Bugatti Rimac has made its intention clear to bring to market pioneering solutions that take automotive performance and innovation to new levels, and the Italian satellite team will be tasked with developing the new technologies and cutting-edge engineering that deliver on this promise.

The team will work on future luxury hypercars from both the Bugatti and Rimac brands, as well as more mainstream products, with individual units focusing on specialist areas. These will include electric, hybrid and alternative fuel powertrains; advanced manufacturing techniques such as 3D printing and enhanced use of composites; integrated vehicle controls and digital twins; and chassis engineering.

Traditional areas of car development, such as aerodynamics and NVH, will also be covered, alongside ongoing research into new fuels, concepts and architectures.

In addition to helping to shape the company’s future, there will also be a nod to Bugatti’s illustrious past, with the new facility set to incorporate a Heritage Center showcasing some of the brand’s most revered models of years gone by. Reverse engineering of parts for the Bugatti ‘La Maison Pur Sang’ program – which offers restoration and reconfiguration services for historic Bugatti models at the Atelier in Molsheim – will take place at the new facility, too.

Bugatti Rimac Italy office opened its doors this October at Via Del Monte 1, Bologna, with Filippo D’Adamo and Roberto Rotundo steering operations as managing directors. Details about recruitment will be revealed in due course.

*“Since our formation in November 2021, Bugatti Rimac has gathered phenomenal momentum in the quest to redefine the hypercar by blending beauty, performance, emotional engagement, and technical prowess, which has been reflected in our continuing expansion. Following the success of the launch of our German subsidiary and opening of our Berlin office last year, it gives me great pride to confirm that we will now have a significant presence in another area that has contributed so much to the automotive world, northern Italy, where there is an abundance of engineering expertise and talent. The creation of Bugatti Rimac Italy’s R&D and innovation center is another pivotal moment for the company, and I believe that it will play an integral role in helping to deliver the pioneering cars and technologies that the world can’t wait to see.”*

**Emilio Scervo**  
CTO of Bugatti Rimac

Bugatti Rimac sees the unique combination of two automotive and technological trailblazers. Rimac’s distinctive agility, technical expertise and relentless innovation in the EV sphere, along with Bugatti’s 110-year heritage of design and engineering some of the world’s most iconic hypercars, are now combined in the leading hypercar company.