# **Celebrating 15 Years of Defying Expectations – The New Rimac Nevera 15th Anniversary Edition**

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**To celebrate 15 years of achieving the impossible, a limited-run iteration of the Rimac Nevera has been revealed: the 15th Anniversary Edition.**

In 2009, Mate Rimac started Rimac Automobili having been told not to bother building a car company in Croatia – it was impossible. In 2011 he set a whole host of world records in his self-converted all-electric BMW based on an 1984 3-series, having been told all he was building was a washing machine. Then, in 2018, Rimac Automobili announced the world’s first all-electric hypercar, with performance figures the world said could never be achieved. But just three years later, that car became the Nevera and overshot every single one of those targets, becoming the ultimate record-breaking hypercar and defining an entirely new performance experience. To celebrate 15 years of achieving the impossible, a limited-run iteration of the Rimac Nevera has been revealed: the 15th Anniversary Edition.

Only nine bespoke examples will ever be built, with the first car finished in a new shade of copper, debuting matte paintwork on the Nevera for the first time. The copper shade has been specifically developed for its connections not only with times of celebration, but also to energy, as well as its more practical application as the material most widely used in electrical cables. A new full visible carbon fiber split provides a striking gloss contrast, both in texture and in color.

Each of the nine is connected through a number of consistent features, including the exclusive dual-color alloy wheel design, 15 Years Anniversary badging and the distinctive Rimac pattern – which mimics the connections of a circuit board – running the length of the car.

The interior of the 15 Years Anniversary Edition features copper anodized switchgear and copper-painted surfaces to complement its celebratory exterior. Special one-of-nine and ‘2009-2024’ script adorns the armrest, marking this special edition apart from other Nevera models. The cabin itself can be finished in bold black or pristine white, with the seats featuring a contrasting copper leather and ’15’ embossed into the headrests.

The price of €2,350,000 includes all options, along with bespoke luggage that matches the interior of the customer’s Nevera. The first of the nine exclusive units will make its debut at the 2024 Goodwood Festival of Speed. This customer car will take on the iconic hill climb, the very course where the Nevera Time Attack edition set the Production Car record in 2023 with an impressive time of 49.32 seconds.

Since it was incorporated, the Rimac brand has gone from one man’s dream to a host of companies with over 2,200 employees., working out of sites across four countries in Europe. Today, the Rimac Group incorporates Bugatti Rimac, the world’s ultimate hypercar company, Rimac Technology, which is a Tier 1 supplier to the global car manufacturers and Rimac Energy; an innovative stationary energy storage business.

*“Honestly, when I started to tinker with my first car in a garage, I couldn’t have even dreamt of being where we are 15 years later. There were so many times in the early years that we really thought the company wouldn’t make it, so reaching the 15-year milestone felt like it was worthy of a celebration. The 15th Anniversary Edition Nevera is the car that marks our progress, revelling just how far we’ve come. From garage to global; from worrying about keeping the lights on to a 2bn EUR valuation; from converted BMW 3 Series to the world’s fastest accelerating production car and from hypercar maker to Tier 1 EV tech supplier and energy storage pioneers. All achieved in a country where all of this would have sounded like science fiction at the time of founding the company.”*

**Mate Rimac**  
Founder and President of the Rimac Group, CEO Bugatti Rimac and Rimac Technology

Phase 1 of the Rimac Campus, a 100,000 m2 HQ and production facility on the outskirts of Zagreb, is already complete with Phase 2 shortly underway. Already, a second facility in addition to the Campus is planned to accommodate growing demand for Rimac Group projects.

But despite its incredible growth and diversity, the Rimac Group exists because of Mate’s desire to build the all-electric hypercar of his dreams: the Nevera. With his dream achieved, the Nevera has become just one shining star within the broader Rimac Group universe, informing the world-leading innovations of Rimac Technology, Rimac Energy and Bugatti Rimac.

A completely bespoke creation, the Rimac Nevera is the most powerful production car in the world and last year alone had set 27 performance records. Key to the Nevera’s speed is its advanced battery system, powertrain and software, all developed in-house at the Rimac Group. The front and rear powertrains – each composed of two individual motors – provide power to each wheel individually. At the rear, a 1MW dual inverter enables 900Nm and 450kW per motor, while an entirely bespoke front powertrain is designed to deliver optimum power and control. All systems are overseen by a complex web of in-house developed electronic control units, working in conjunction with an NVIDIA Pegasus-based supercomputer to calculate and send output to the four powertrain systems 100 times a second. The combination of all these systems, and the software that controls them, is known as Rimac All-Wheel Torque Vectoring 2.