# **Europa-Park and Bugatti Rimac Join Forces to Introduce a New Energy-Inspired Attraction**

August 11, 2023

**Bugatti Rimac will be partnering with Europa-Park, Germany’s largest theme park and eight-time winner of the Golden Ticket Award for Best Amusement Park, in a groundbreaking expansion that will pay homage to the spirit of innovation and entrepreneurship. Set to open in 2024, the park's new area, dedicated to Croatia, will become Europa-Park's largest single area, showcasing the theme of "energy" in collaboration with Bugatti Rimac.**

The new Europa-Park area pays homage to Nikola Tesla, the Croatian-born inventor that impacted the world like few others did. Mate Rimac cites his compatriot Nikola Tesla as one of his great inspirations for exploring the use of electric motors and batteries in performance cars. Today, the Rimac Group is renowned for its Nevera all-electric hypercar and its Rimac Technology business, which supplies high-performance electrification technologies to the global car manufacturers.

The focal point of this collaboration will be the unveiling of “Voltron Nevera powered by Rimac,” which is scheduled to open in 2024. The rollercoaster will be the park’s first new large rollercoaster in 12 years, and will stand as one of the Europa-Park’s most advanced rollercoasters.

The enchanting Town of Hvar, Croatia played a key part in this collaboration, standing as one of the regions that inspired MACK One – the driving force behind unique ideas within the Mack company group. Having heavily influenced the Croatia-themed area, Hvar is a central part of Rimac’s European progress, with the Nevera having recently been showcased in the center of Hvar town.

The driving forces behind the collaboration between Europa-Park and Rimac, Mate Rimac and Michael Mack, are two key figures of entrepreneurial spirit. Mate Rimac's career has led him to create a globally renowned business valued at more than 2bn Euros, headquartered near to Zagreb, Croatia Similarly, son of Europa-Park’s founder Roland Mack, Michal Mack's dedication and vision have been instrumental in shaping the park's success. His wife, Miriam Mack, is from Croatia and her heritage has provided another source of inspiration for the new themed area.

*“Ever since the very beginnings of the Rimac Group, our Croatian identity has been at the core of the business. The home of the Rimac Group will always be in Croatia, and much of what we do is inspired by this country. It’s an honor for our business to be represented in such a significant way at Europa-Park, and we’re excited to bring our first innovations to visitors from all over the world. But the addition of the Voltron Nevera ride is just the first step in our partnership, and as we grow even further, our relationship with Europa-Park will grow too.”*

**Mate Rimac**  
Founder and CEO of Rimac Group

*“The cooperation is a perfect match. There couldn't be anyone better than Mate Rimac and his team for this, as the company is 100 percent authentic. It is important to Europa-Park to strive for partnerships that take place on an equal footing. That is why we are particularly looking forward to working together. This cooperation also brings together a young generation that thinks outside the box. We’re united by our entrepreneurial spirit, our passion for acceleration and our special relationship with Croatia. My wife Miriam comes from the country, and I have been able to get to know a lot of great people there. She has provided us with a lot of inspiration for the implementation of the new Croatian theming. The fact that our new cooperation partner is now also from Croatia makes me very proud.”*

**Michael Mack**  
CEO, Europa-Park

The official announcement event in Hvar Town promises to be a grand celebration of innovation, bringing together key figures from Europa-Park and Rimac, along with media and esteemed VIPs from both brands.