# **Rimac Automobili partners with Pon to accelerate growth in the Netherlands**

June 21, 2023

**Rimac Automobili has announced its latest dealer partner, Rimac Rotterdam in the Netherlands, operated by Pon Luxury & Performance Cars part of Pon Automotive – one of the leading automotive companies in the country. The partnership will focus on establishing the brand experience therefore accelerating Rimac's growth in the Dutch market, and expanding the company's global network of customers and partners.**

Founded in 1898, and active in the automotive industry since 1949, Pon is a Dutch family-owned business with over 16,000 employees and operations in more than 65 countries. With a portfolio that includes brands such as Volkswagen, Audi, Porsche, Bentley, Lamborghini and Bugatti, the company has a strong presence in the Netherlands and beyond. Rimac Rotterdam will be located at the recently opened CarPort Rotterdam which also houses the other Pon Luxury & Performance Cars brands.

*"We are thrilled to be partnering with Pon to expand our footprint in Europe and into the Dutch market. They are a company that shares our passion for innovation, performance, and sustainability, and their extensive network and experience in the automotive industry is unmatched. Working with them will be valuable as Rimac continues to grow and expand within Europe. They are an ideal partner as we look towards the Netherlands and beyond."*

**Hendrik Malinowski**
Bugatti Rimac Commercial Director

*"With Rimac we add the pinnacle of electrified performance to our portfolio of luxury and performance brands in the Netherlands. We are proud to represent history in the making: with Mate Rimac and his team building an unprecedented fully electric hypercar."*

**Anouk van Houwelingen**
General Manager of Rimac Rotterdam

The Rimac Nevera is the ultimate record breaking hypercar. Having recently set 23 acceleration and braking records, it represents the pinnacle of electric performance and cutting-edge technology, boasting both stunning design and incredible power. Designed, engineered, optimized and built in-house at Rimac in Croatia, this hypercar has set a new benchmark for the automotive industry, with only 150 examples to ever be built. The Nevera has been independently verified as the quickest production vehicle in the world and fastest electric vehicle in the world with a top speed of 412 kph / 256 mph.

To celebrate the partnership, Pon and Rimac organized an exclusive event at Zandvoort, Netherlands for their customers. Attendees had the opportunity to experience the Nevera at full throttle on the track and meet the Rimac team. Following the event, there was a week of road test drives in and around Rotterdam, supported by the incredible Pon team, where customers had the chance to experience the engaging nature and the fun driving dynamics of the Nevera on B roads.