# **Rimac Expansion Gathers Pace With Opening Of A New Showroom In The Heart Of Europe**

January 12, 2023

**Brussels, 12 January 2023 – A new Rimac showroom has opened its doors in the historic European city of Brussels, Belgium.**

The new immersive urban customer space – created by luxury car specialist D’Ieteren in collaboration with the Rimac team – is another milestone moment in the incredible growth of the Rimac brand.

Finished to reflect Rimac standards, including a cutting-edge Nevera configurator, the Brussels showroom fuses state-of-the-art tech with atmospheric design and lighting aesthetics that tap into the core of Rimac’s DNA.

The complete Rimac experience in customizing, ordering and taking delivery of the Nevera – and future Rimac hypercars – has been carefully embedded into the ethos of the new showroom. As part of the collaboration with D’Ieteren, it will provide full aftersales support for Rimac owners, utilizing Rimac’s own diagnostic tools and in-house-developed fully digitized aftersales architecture.

The opening ceremony was attended by key Rimac Group executives, including CEO, Mate Rimac, Rimac Head of Sales, Roni Kert and Bugatti Rimac Managing Director Hendrik Malinowski, as well as David Favest, General Manager for Rimac at D’Ieteren.

“This new contemporary showroom is another addition to the growing Rimac network,” said Malinowski. “Rimac had an outstanding 2022 and by opening the doors to our new home in Brussels, we head into 2023 with total confidence and positivity. The next 12 months will represent another important development for Rimac.”

He added, “In D’Ieteren Automotive, we could not have wished for a better network partner for Belgium and Luxembourg. D’Ieteren’s experience and connections within the automotive and luxury space will help Rimac to realize an even stronger presence in the region.”

Mate Rimac added: “Further growth of our partner network comes at an important moment for the brand, as our all-electric Nevera hypercar is finding new homes around the world, delighting and surprising customers with its performance, power, and next-generation technology. Our immersive customer-focused space in Brussels, the symbolic heartbeat of Europe, will introduce the brand to new clients, acting as the perfect physical touchpoint into the world of Rimac and the capabilities of the Nevera.”

David Favest, General Manager of Rimac Brussels said: “The opening of the first Rimac showroom in the heart of Europe is the tangible concretization of our path initiated two years ago with Rimac. Rimac represents the future of Hypercars and is totally aligned with D’Ieteren’s Vision of Future Mobility: connected, sustainable and inclusive. A quantum leap in the world of Hypercars in Belgium and Grand Duchy of Luxembourg!”

With the opening of the Brussels showroom, D’Ieteren becomes the 23rd global dealer partner for Rimac Automobili, adding to the brand’s expansive footprint across Europe, America, the Middle East and Asia. Each partnership has been carefully hand-picked to deliver a world-class sales and ownership experience for customers, including intensive training for dealers’ technicians.

Developed to offer the next-generation hypercar performance, Nevera is officially both the fastest accelerating production car in the world and the fastest EV production car, marking a new era in the evolution of automotive performance. The Nevera’s 1,914hp is produced by four bespoke Rimac-engineered electric motors, enabling 0-60mph in just 1.85 seconds, and 0-100mph in 4.3 seconds. While it offers up performance unseen in all hypercars before it, it’s been designed to enable all-electric grand touring previously deemed near-impossible with present day technology. Designed, engineered, and built in-house at Rimac Automobili in Croatia, only 150 examples of the all-electric Nevera will ever be created.

To complement the opening of the new showroom, the Nevera will take pride of place on the D’Ieteren booth at the Brussels Motor Show from 14 to 22 January.