# **Rimac Nevera R Wins Prestigious Red Dot Design Award**

July 8, 2025

**The Rimac Nevera R, which evolves the groundbreaking Nevera from Hyper GT to Hyper Sportscar, has been awarded a coveted Red Dot Award for Product Design 2025. The international jury selected the Nevera R from numerous global submissions, recognizing its outstanding quality and design.**

Embodying Rimac Automobili’s philosophy of being Radical, Rebellious, and Relentless, the Nevera R’s appearance is a visual statement of the engineering changes and updated technology underneath, creating a more powerful and more focused member of the Nevera family.

"We're incredibly honored that the Nevera R has been recognized with the Red Dot Award for Product Design," said Frank Heyl, Bugatti Rimac Design Director. "This award recognizes our vision of evolving the existing Nevera design in-line with a more aggressive personality. It was important to start with proportions; we introduced a horizontal split to visually enhance the car’s length and reduce its visual height, creating a purposeful silhouette, then we added 21-inch wheels on the rear instead of the previous 20-inch, giving a forward-leaning stance. There we have our dynamic proportions on which we can build a new performance-led design in the unique Rimac Automobili style.”

The Nevera R's design, spearheaded by Lead Exterior Designer Facundo Elias, features a striking aesthetic of a silk dress that elegantly flows over the body while still exposing functional areas, which now feature a more performance-oriented visual language. The car's distinctive front especially highlights the aesthetic exterior by the interplay of sculpture and technical design cues, giving it an aggressive expression that reflects Nevera R's personality.

"The art of designing the Nevera R was about creating perfect harmony between form and function," explained Heyl. "Every element serves a purpose - from the biplane wing generating downforce to the redesigned air ducts improving cooling. We're not making separate cars for aerodynamics, design, and engineering. It's about creating one cohesive package where everything works together to deliver both breathtaking performance and a visual identity that makes you desire it the moment you see it."

Aerodynamic enhancements, including the large fixed rear wing and aggressive diffuser, increase downforce by 15% and improve aerodynamic efficiency by 10%. With new Michelin Cup 2 tires, total understeer is reduced by 10%, lateral grip is up by 5%, and the lap time around the Nardo Handling Track is reduced by 3.8 seconds. The car's forward-thrusting stance is accentuated by 21-inch rear wheels and 20-inch front wheels, featuring a new design new design that visually enhances the length perception of the spokes to make the wheel appear as large as possible.

The Nevera R's performance matches its award-winning design, with 2,107hp, an advanced next-generation Rimac All-Wheel Torque Vectoring system, and a tuned 108kWh battery pack. It accelerates from 0-300 km/h (186 mph) in just 8.66 seconds.

Recognized globally as one of the most prestigious design competitions, the Red Dot Award has been celebrating excellence in product design since 1955. Winning this coveted distinction places the Nevera R among an elite group of products judged to have outstanding design quality and innovation. As a Red Dot winner, the Nevera R will be featured in the Red Dot Design Yearbook, showcased on the Red Dot website, and displayed in international exhibitions, gaining worldwide recognition as a benchmark of design excellence.

The design team behind this achievement includes Frank Heyl (Director of Design), Jan Schmid (Chief Exterior Designer), Ignacio Martinez (Chief Interior Designer), Facundo Elias (Lead Exterior Designer), Florian Westermann (Exterior Designer), Max Lördemann (Exterior Designer), and Sabine Consolini (Head of CMF).