

AUTOMOTIVE

## Dubuc Motors partners with financial firm for luxury electric car development

July 11, 2018



*Dubuc Motors and Xnergy Financial have reached an agreement. Image credit: Dubuc Motors*

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By STAFF REPORTS

Dubuc Motors, a relatively new luxury auto company devoted to electric cars, just got a significant boost to its prospects thanks to a partnership with Xnergy Financial, LLC.

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The equity firm will invest in Dubuc Motors' mission to create fully sustainable electric Tomahawk vehicles that do not compromise on high-end luxury sensibilities. The rise of electric cars has fully penetrated the luxury auto market now with multiple new brands pursuing luxury electric cars and existing brands following suit.

"We engineer emotions. We want the quality of our vehicles and genuine passion of our team to shine through," said Mike Kakogiannakis, co-founder of Dubuc Motors, in a statement. "It was also important for us to engineer the Tomahawk to be gender centric, unbiased of stereotypes yet cater to demographics previously under-served in this segment.

"Consumers will have practicality and sophistication for a deeper and more fulfilling driving experience," he said.

Sustainable auto

The electric car wave has been building for some years now.

As customers increasingly become aware of the negative effects that excessive emissions from gas-powered cars have on the environment, electric cars have emerged as a tempting alternative.

The number of brands pursuing electric cars has ballooned in response. From newer brands created specifically for electric car development such as Tesla to existing brands introducing their own electric cars, these vehicles could be the future of auto development.



*The Dubuc Motors Tomahawk. Image credit: Dubuc Motors*

For example, British automaker Jaguar Land Rover introduced its first all-electric car, the I-Pace, to its first public appearance in the United Kingdom this spring at the Fully Charged Live show.

The car is Jaguar's first major foray into the world of all-electric vehicles and has been the subject of much discussion since it was first announced. By bringing the car out to its first public appearance in the U.K., the brand is hoping to drive up excitement around the car before it goes on sale ([see story](#)).

Now, Dubuc Motors is trying to put a luxury spin on the concept with a line of electric vehicles that do not sacrifice the performance and extravagant nature of a luxury vehicle.

Dubuc Motors, with the assistance of Xenergy Financial will build a new, 200,000-square-foot production center to manufacture its cars.

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