

AUTOMOTIVE

Bugatti names Sascha Doering COO, Americas

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Mr. Doering's professional experiences have bridged the tech and automotive spaces. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker **Bugatti** is transitioning into new tech territory and calling on a proven professional to help navigate.

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The brand has named Sascha Doering as chief operating officer of its Americas division, noting his track record of successfully merging the worlds of technology and high-end automotive. These experiences will no doubt prove essential as Bugatti develops its joint venture with Croatian tech-powered carmaker Rimac.

"I am absolutely delighted to join Bugatti of the Americas it is a privilege, in fact," Mr. Doering said, in a statement.

"The industry today is facing some major challenges a lot of which will play out in the next decade, but Bugatti is a brand brimming with incredibly talented people, which fills me with confidence and excitement heading into the future," he said.

Changing lanes

As part of his duties, Mr. Doering will oversee the merging of Bugatti and Rimac into a third entity, Bugatti Rimac.

While remaining distinct companies with distinct facilities, both Bugatti and Rimac will nonetheless pool expertise and resources so that each can further evolve. Rimac will house the joint company's headquarters on its campus, and will retain 55 percent of the company's shares to Bugatti's 45 percent ([see story](#)).



Mr. Doering spent nearly six years at Italian automaker Lamborghini in successive positions of leadership. Image credit: Bugatti

Mr. Doering, a graduate of Harvard Business School, brings 15 years of experience to the position, much of which took place in the shared space between the innovation of technology and the expansion of established brand names.

The executive spent three years as the CEO of Modos, an Los Angeles-based on-demand mobility platform which he co-founded. From February 2016 to April 2018, he served as director of sales at Faraday Future, an American tech startup which focuses on producing electric cars.

While serving as Automobili Pininfarina's head of operations for North America from May 2018 to April 2019 and later as executive advisor Mr. Doering helped to establish the brand's presence in the region, a task he will undertake for Bugatti in his new role there.

Hendrik Malinowski, managing director of Bugatti of the Americas, ushered in his new colleague.

"[Mr. Doering's] proven track record in the technology and luxury automotive mobility spaces is in perfect alignment with how we see Bugatti's onward journey as the marketplace and industry evolve," Mr. Malinowski said in a statement.

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