



# Geneva 2017 – A Year of Growth for Koenigsegg Automotive

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2016 was a year of amazing growth at Koenigsegg Automotive AB, with significant expansion across the organisation.

## **Model Range**

While the Regera was first shown in 2015, 2016 was the year during which the car took its final shape. We began 2016 by showing the production-spec Regera at the Geneva Motor Show, a car that incorporated a multitude of changes, refinements and improvements compared to our concept vehicle from the year before.

2016 also saw Koenigsegg commence building the first customer Regeras at the company's production facility in Ängelholm. For the first time in history, Koenigsegg has two completely distinct models being built in parallel - a significant achievement for a bespoke, craft-based automotive company.

## **Sales**

2016 saw record sales for Koenigsegg.

The Agera RS build allocation of 25 vehicles was announced as sold out in January 2016. An additional small series - the Agera *Final* - was sold out prior to its debut at Geneva in 2016.

The Regera build allocation of 80 vehicles - our largest build program ever - is almost fully subscribed, with only a handful of build slots remaining.

## **Staff**

Koenigsegg Automotive AB had just over 70 staff as at 1 July 2015. Eighteen months later, that number had almost doubled, with 135 on the payroll in January 2017.

The additions are spread throughout the company, from one part-time designer working directly with Christian, to a team of four, for example. In production, people have been added in interior fabrication, electronics, and chassis assembly/preparation.

The Koenigsegg engineering group, especially electrical engineering, software development and

vehicle homologation, has increased markedly as cars become more and more sophisticated. Our Service and Aftersales area has also been boosted by new service personnel, along with additional aftersales management and support personnel.

Getting the best talent to join us in Ängelholm continues to be a priority. The expansion in staff has been necessary, primarily due to the immediate expansion in the Koenigsegg vehicle range, but also in preparation for a successor to the Agera, which will eventually be built alongside the Regera.

### **Factory**

There were a number of significant changes at the Koenigsegg facility in Ängelholm, in 2016:

Koenigsegg's service department moved out of the factory, taking residence in a larger space close to the main factory building. The PDI team has also migrated to this new building to do final setup work on customer vehicles prior to delivery. The showroom area inside the factory has been renovated and re-purposed into a large prototype workshop.

The entire production line is now going through an optimisation process to allow for faster vehicle construction, resulting in increased output. The goal is to build 20-25 cars per year when this process is complete, doubling the typical annual production rate. Various walkways and work areas have been either built or re-built to provide for better movement through the factory.

The Koenigsegg office area, which houses administration, sales/marketing support and engineering, has recently doubled in size following the lease of a second floor in the administration building. The additional space provides new offices for engineering and electrical staff, as well as sister company, Freevalve.

2016 has been a very exciting year for Koenigsegg. It has been a year of record sales, innovation, investment and expansion, all of which will set the company up for continued development and growth in years to come.

CEO and Founder, Christian von Koenigsegg:

“We stand now at the dawn of a new era for our company. Recent investments in our factory, and most importantly, in our people, see the company and the wider Koenigsegg family growing like never before. Everything is bigger at Koenigsegg than it was a year ago today. We have seen record sales, record growth in our workforce and facilities, and for the first time ever, we now have two vehicles being built in parallel on our production line. The future has never looked brighter.”

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