



Manfred Fitzgerald new Chairman of the Executive Board of Piëch Automotive

Tobias Moers assumes responsibility for technological development as CTO of the young Swiss automotive brand

- Manfred Fitzgerald and Tobias Moers to lead Piëch Automotive AG as Co-CEOs
- New management duo takes up the reins with the clear intention of positioning the young sports car brand in a pioneering role within the luxury segment of fully electric sports cars

Zug, 8 September 2022: Manfred Fitzgerald has been appointed Chairman of the Executive Board and Co-CEO of Piëch Automotive AG. The young Swiss company has also secured Tobias Moers, a further top manager, for the executive team as Co-CEO and Chief Technical Officer for the Piëch brand.

Toni Piëch and Rea Stark Rajcic, the founders of Piëch Automotive AG, are pleased to expand the management team of Piëch Automotive AG by welcoming two key automobile industry personnel to the company. "With Manfred Fitzgerald and Tobias Moers, two established authorities from the sophisticated and rapidly evolving world of sports cars and automotive luxury brands join the Piëch team. Both have a proven and enviable track record in this segment and possess extensive knowledge, an adept sense of how to communicate with exclusive customers and a distinct understanding of luxury brands. We are convinced that this management team will steer the Piëch brand to long-term success through the introduction of an attractive product portfolio, pioneering technology and an exceptional customer experience," Toni Piëch concludes.

Manfred Fitzgerald (58) will take over a principal management role at Piëch Automotive AG as the new Chairman of the Executive Board and Co-CEO. He was instrumental in nurturing and developing the Italian sports car manufacturer Lamborghini to become a globally successful iconic brand in the luxury high-end sports car segment throughout his twelve-year tenure as Director of Brand and Design. In 2016, he was recruited by Hyundai Group as Executive Vice President and Global Head of the Korean automaker's Genesis division with the task of successfully developing the premium brand. With his arrival at Piëch Automotive AG, Manfred Fitzgerald now returns to the luxury sports car segment.

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Tobias Moers (56), the future Chief Technical Officer (CTO) and Co-CEO of Piëch Automotive AG, brings a wealth of sports car expertise to the Swiss company's executive management. After Moers joined AMG GmbH in 1994, where he held various leading engineering positions, he ultimately took responsibility in 2002 for the complete development of all AMG vehicles of Mercedes-AMG GmbH. In 2013, he became Chief Executive of the company. During his long career, Moers substantially expanded both the product portfolio and profitability of AMG derivatives and all unique AMG sports cars and thus contributed to AMG's emergence as one of the automotive industry's leading high-performance brands. In August 2020, he was made CEO of British luxury sports car manufacturer Aston Martin, where he oversaw the turnaround of the historic brand. At Piëch Automotive AG, Tobias Moers will now shape the future of the young Swiss brand as the company's head of development.

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About Piëch

Piëch Automotive AG was founded in Zurich in 2017 by Toni Piëch and Rea Stark Rajcic and is now based in Zug. With a team of seasoned professionals, the company designed a modular vehicle platform as the basis for developing different body and powertrain variants. The first of these is the Piëch GT electric sports car.



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