



**Koenigsegg**

# The Man Behind The Name: Jesko von Koenigsegg

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The Koenigsegg Jesko, the all-new megacar shown at the 2019 Geneva Motor Show, is named in honour of a special person in the history of Koenigsegg Automotive.

Jesko von Koenigsegg's contribution to Koenigsegg Automotive pre-dates the existence of the company. It was Jesko who took a young Christian von Koenigsegg to see Pinchcliffe Grand Prix, the Norwegian animated film that inspired the dream that would eventually become Koenigsegg Automotive.

It was Jesko and his wife, Brita, who nurtured that dream. They encouraged their son's interest in practical engineering; rebuilding monkey bikes and mopeds, and tuning boat engines.

Together, they showed him what business acumen looked like - Jesko as a successful serial entrepreneur and Brita with her renowned millinery business in Stockholm.

In 1995, having recently sold his business, Jesko joined Christian in Olofstrom during the earliest days of the company for what was supposed to be a six-week stint of assistance.

Those six weeks turned into 5 years...

Jesko became the first Chairman of the Koenigsegg board while he poured his life - and much of his life savings - into the future of the Koenigsegg company. His business experience proved invaluable as he built an experienced board that would put structures and practices in place to carry the company into the future.

"The board understood that the vision for this car was not just a young man's dream. It was driven by a fierce passion that would accept nothing but the best" he said.

Jesko attended one of Koenigsegg's first ever vehicle displays at the Cannes Film Festival in 1997. His interest in the company and his enjoyment of promoting it have never faded.

Today, more than a decade since ending his day-to-day involvement with the company, Jesko still dons his suit and tie to attend the Koenigsegg stand at the Geneva Motor Show every year.

## A LIFE LIVED TO THE FULL

Jesko's life has revolved around his three greatest passions - his family, his work, and his love of horses.

Jesko's love of horses and horse racing has been a lifelong affair, stemming from his father, Harald, who bred and raced horses as a gentleman jockey. The Koenigsegg Jesko on display at Geneva is finished in white with green accents – the same colours worn by riders from the Koenigsegg stables. The love of horses is a passion that he later shared with his two daughters, though not with his son, Christian, who showed more interest in horsepower of a different kind.

Jesko spent 20 years as a successful amateur jockey and gave more than 40 years in voluntary service to the sport as an administrator and board member.

Jesko's first love, of course, is his family.

He married Brita in 1968. They have three children and seven grandchildren. Now enjoying their retirement, Jesko and Brita continue to live a life of adventure that has seen them tour all four corners of the globe.

Koenigsegg Automotive would not be the company it is today were it not for the years of experience, support, hard work and investment from Jesko von Koenigsegg.

His entrepreneurial and adventurous spirit lives in his son, Christian, and continues to drive the company that bears their family name.

As Jesko turned 80 in November 2018, Christian could think of no more suitable way of honoring his father than by naming his next creation after him.

The timing also coincides with the 25th anniversary of Koenigsegg Automotive - the perfect backdrop to celebrate both man and machine.

It is with great pride that Koenigsegg Automotive honours the life of Jesko von Koenigsegg, and his contribution to our company, by naming its new megacar the Koenigsegg Jesko.

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