

M.A.T. opens third supercar plant in Rivalta di Torino

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RIVALTA DI TORINO, Piedmont — Manifattura Automobili Torino (M.A.T.), the boutique carmaker behind the New Stratos, now builds its cars across three sites after opening a third facility in Rivalta di Torino, Piedmont, this week. The new plant is dedicated to production, assembly, logistics, and quality control.

“Small-series carmakers grow because wealthy buyers now pay for scarcity and story, not volume” Mark Pugachev, founder of Royal Motors Club, told Italy Now. “

M.A.T engineered and developed the Aspark SP600, which set the world top-speed record for an electric hypercar at 438.7 km/h in 2024.

Founder Paolo Garella said he wanted the opening “to send a positive message about the future of the automotive industry in Turin, demonstrating that new opportunities exist for those with the courage to take on difficult challenges.” He also called for closer collaboration between companies, institutions, and trade associations, and credited the company’s staff. “Without them, this new facility would not exist,” he said.

“M.A.T.’s investment suggests Turin (the hometown of Italy’s historically largest carmaker Fiat) still has a future in specialist carmaking, where skilled craftsmanship and engineering matter more than production volume,” said Shawn Miller, founder and editor of The Cars Daily.

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“It’s a positive step, although small-series projects alone cannot replace the jobs lost across the wider industry.”





Three sites

Garella set up the company in 2014 after running special projects at Pininfarina, the Turin design

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house. The first M.A.T. site, opened that year, holds engineering, styling, offices, and prototyping. The second tests running chassis and forms aluminium, work that still depends on specialist hand skills.

“One-off and small-series work is built on provenance, craft and the relationship with the client,” Matthias Weiskopf, founder of LUXE/LINK told Italy Now. “M.A.T.’s new facility is a sensible bet on exactly the part of the industry that is still expanding.””

Its best known car is the New Stratos, a modern take on the Lancia Stratos rally car built in a limited series of 25. M.A.T. also built the Aspark Owl, an electric hypercar for a Japanese client that it says reached 438.7 kilometres an hour.

“Its new facility for one-off and limited-series vehicles bodes well that Turin can still be a key player in carmaking as the industry evolves and expands,” Bruce Shields, Founder and President of ABS Tag & Title. “You can be sure that its future will increasingly be based on high-value, bespoke work, benefiting from the wealth of know-how in the wider region, rather than volume production.”

Guests at the opening on October 27 included Jörn Gander, chief technology officer of Brabus, the German high-performance specialist, and Georgian designer Zviad Tsikolia. The company counts both among its international partners and clients.

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M.A.T. supercars (*Credits: M.A.T.*)

The expansion, M.A.T. says, will let it run several projects at once for car brands and international collectors, from one-off commissions to limited series, combining engineering, vehicle development, craftsmanship, and production.

“Meaningful human participation’ becomes real only when it is engineered in a named person who can override the system and a record of who decided what,” Rodion Sorokin, co-founder and CTO of The Capital Index, said.

A shrinking industry

Garella is betting on a craft niche while the wider industry shrinks. Piedmont’s car parts makers saw turnover fall 4.6 percent to €18.75 billion in 2025, according to an annual survey by the Turin Chamber of Commerce and ANFIA, Italy’s automotive industry association. More of the region’s firms expect sales to fall in 2026 than to rise.

High-end cars have held up better. At last year’s Hypercar Event in Turin, the chamber’s president said the hypercar sector was still growing and unaffected by the wider automotive crisis.

Rivalta knows both sides of that story. Fiat opened a factory here in 1967 that turned out the 128, the Ritmo, and the first Lancia Delta. Today the town’s newest car plant is built for one-off commissions and limited series.

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