

# ACCOLADES — THREE DESIGN AWARDS FOR BUGATTI'S EXHIBITION STAND



## **Geneva International Motor Show exhibition stand receives international recognition**

For more than 110 years, Bugatti has stood for exceptional vehicles, technology and design. Added to this now is outstanding trade fair presentation. Its stand at the 2019 International Motor Show in Geneva has won three prestigious design awards for the French luxury car manufacturer. The stand was designed in a deliberately minimalist architectural style so as to provide sufficient space for the innovations.

In the Automotive Brand Contest — an international design competition for automobile brands — the German Design Council honoured Bugatti's trade fair presentation as the winner in the "Architecture and Events" category.

The Iconic Awards, also presented by the German Design Council, rewards the combination of different disciplines such as outstanding construction projects, innovative interior and product design and impressive communication achievements in connection with architecture. Here the jury awarded Bugatti the winning accolade in the "Event/Exhibition" category.

Another award for the unique design style of the trade fair presence in Geneva went to Bugatti as part of the German Design Award, where it was won in the category "Excellent Architecture — Fair and Exhibition". Jury rationale: "The neutral colour scheme of the minimalist architectural style with its elegant proportions, emphasised only by luminous, clear lines, perfectly captures the design of the exclusive vehicles and exhibits."

## **LA VOITURE NOIRE<sup>1</sup> PERFECTLY INTEGRATED INTO TRADE FAIR PRESENTATION**

"The highlight of the Geneva Motor Show was certainly Bugatti's "La Voiture Noire" — the most elegant and most valuable new Gran Turismo in the world. We adapted our newly designed exhibition stand to this car. On the 532 square metre stand we were able to present three vehicles for the first time, including two world firsts. We are therefore extremely pleased that these renowned juries have recognised our efforts and our concept," says Stephan Winkelmann, President of Bugatti. "My thanks go to the entire Bugatti team for their ideas and implementation at this year's Geneva show."

With the "La Voiture Noire", the Bugatti brand has once again demonstrated that it builds the world's finest and most exclusive hyper sports cars. The two-door car with its breathtaking sculpture is particularly elegant thanks to the use of exposed carbon in jet black. In addition to the "La Voiture Noire" — a unique item for Bugatti enthusiasts — the Alsace-based company also presented the Chiron Sport "110 ans Bugatti". Bugatti celebrated its 110th anniversary with this limited edition of the hyper sports car. The anniversary model bears one of France's best-known symbols: the tricolour "Le Bleu Blanc Rouge" — with the colours blue, white and red — adorns the bodywork and interior in several places. The third vehicle presented at the exhibition stand was the Bugatti Divo<sup>2</sup>, a hyper sports car limited to 40 units which has altered aerodynamics designed for lateral acceleration and offers extreme driving pleasure.

"We celebrated a special anniversary in 2019. With these two models we pay tribute to our long tradition and our French homeland," explains Bugatti President Stephan Winkelmann. Next year, the trade fair presentation will be modified. But one thing will remain the same as

the previous year: Bugatti enthusiasts can look forward to innovation — in an award-winning setting.