

AUTOMOTIVE BRAND CONTEST 2014: BUGATTI CUSTOMER MAGAZINE ETTORE RECEIVES AWARD FROM GERMAN DESIGN COUNCIL



The German Design Council bestowed a special award on the Bugatti customer magazine in this year's Automotive Brand Contest. The magazine, named *ettore* in honour of the founder and patron of the brand, Ettore Bugatti, received a Special Mention in the category of Corporate Publishing. *ettore* is published jointly by Bugatti and the publisher Delius Klasing Verlag.

“Our customer magazine is as unique and exclusive as our cars. It represents our brand values of Art, Forme, Technique,” said Dr Stefan Brungs, Member of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service, at the awards ceremony during the international car show Mondial de l’Automobile in Paris. “A selected team works with great dedication and creativity to offer our customers fascinating stories which show Bugatti in all its vivid aspects. The readers experience the brand and its lifestyle. We are very happy about this award.”

Jürgen Lewandowski, the German author of books and freelance journalist as well as member of the six-member international jury for the German Design Council explained the decision to make the award: “Just as every Bugatti is an individual work of art, every edition of *ettore* has its own character — surprising, poignant, exceptional. *ettore* demonstrates the kind of quality that a customer magazine can have when given the necessary freedom.”

The Bugatti magazine *ettore* reflects not only the brand’s attributes, but also the world and attitudes of its exclusive readership. Like every Bugatti, every edition of the magazine has its own profile, which is distinguished by the stories about special people and events in, for example, the art world and automotive world. A few regular columns deal with the history of Bugatti, special recent Bugatti moments and portraits of employees and customers who have dedicated themselves to this luxury brand. *ettore* deliberately works without advertising.

The layout of the magazine relies on clarity while focusing on the fine, extraordinary details which make *ettore* something special. The graphic language is exclusive and outstanding. The layout and imagery support the content without dominating it. The composition of large and extremely small elements is splendidly suited to the unusually large magazine dimensions of 30 cm by 36 cm.

ettore is published semi-annually in English. The edition is strictly limited and sent only to the exclusive group of Bugatti owners around the world. There is a silver tag with the personal mark for each customer attached by hand to the front cover. This ensures that every recipient has an individual product — a personal customer magazine.

The initiator and organiser of the 2014 Automotive Brand Contest is the German Design Council located in Frankfurt am Main. The foundation is one of the world’s leading competence centres for communication and knowledge transfer in the field of design. The Automotive Brand Contest is the only international design competition for automotive brands and has quickly emerged as an important event in the sector. With this competition, the German Design Council honours outstanding product and communication design and draws attention to the fundamental importance of brand and brand design in the automotive industry. Awards are given in ten different categories as well as four special categories. The categories cover the entire design spectrum from vehicle design and concepts to brand design and multimedia networking to campaigns and events.