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CELEBRATING THE SPIRIT OF PARTNERSHIP AND AUTOMOTIVE EXCELLENCE WITH BUGATTI BROWARD



As Bugatti continues to pursue inimitable standards of automotive elegance, luxury and performance, the values that have defined the marque for more than a century flourish around the globe. The brand grows its network of trusted dealer partners the world-over, building exceptionally strong relationships in their shared quest to unite discerning customers with their unique hypercar creations. In the Sunshine State of Florida in the USA, one of Bugatti's leading partners

2026 BUGATTI AUTOMOBILES S.A.S.

— Bugatti Broward — continues to illuminate the way for the brand's enthusiasts to celebrate and immerse themselves in the Bugatti legend in equal measure.

Setting itself apart as a partner of distinction operating on the highest plane of customer experience, Bugatti Broward has established its status as one of the best-performing Bugatti dealerships in the country. It sets the standard for bringing new and loyal customers together with the hypercar masterpiece that resonates with them the most; delivering peerless passion; and helping them craft the ultimate personal experience as they immerse themselves in the Bugatti community.
Indeed, in 2023, the dealership was awarded the highly sought-after accolade of 'Regional Best Performing Bugatti Service Partner' in North America, with its trajectory of quality further underscored by the recognition of the partner Abraham Cohen as the 'Best Performing Brand Manager' throughout the world in 2024.

And so, at the dawn of a sun-soaked day in Miami Beach Harbor, came a symbol of the affinity Bugatti Broward's customers have for the storied brand. With his bespoke W16 Mistral present, a loyal customer of the dealership arranged for an extraordinary showcase of technological innovation. On MacArthur Causeway, in a race fueled with passion and excitement for ingenuity, the Bugatti hypercars — with Mate Rimac, CEO of Bugatti Rimac behind the wheel — echoed his bespoke one-of-one 50ft Gameboat; a custom-made creation with an intricate carbon-fiber monocoque construction, and a masterpiece laser-focused on performance and extraordinary design. From the conception and form of its aesthetic, to the extreme sensation of speed at the wheel, it mirrored the purest essence of Bugatti as it sat resplendent on the water's surface, delivering the perfect complement to the captivating Bugatti roadster.

In the presence of four dynamic icons of Bugatti's recent history, the Veyron Vitesse, the Chiron the elegant swansong of the mighty W16 engine — the W16 Mistral — and the symbol of Bugatti's V16 hybrid-powered future shaped by speed, the Tourbillon, as well as a handful of Bugatti owners cars, an intimate and exclusive celebratory reception awaited treasured guests of the partners; all punctuated with exquisite gastronomy and the warm spirit of conviviality coursing through the Bugatti family. Amidst the festivities, those in attendance exchanged anecdotes of adventures in their unique hypercars, memories of witnessing the Tourbillon for the first time — in the US or at the home of the brand in Molsheim — and gazed back on the magnificence of the summer's Monterey Car Week and recent Concours at Wynn Las Vegas, with Bugatti's global leadership — including Mate Rimac, CEO of Bugatti Rimac, and Managing Director of Bugatti Automobiles, Hendrik Malinowski.

Through the festivities and retelling of treasured tales, attendees could fully immerse themselves in the world of Bugatti; from the latest creations of the Bugatti Eyewear Collection, to the mesmerizing portfolio of precious Jacob and Co. horological masterpieces, and a three-quarter scale tribute to the inimitable Bugatti Type 35, the Baby Bugatti II, resplendent in the same rich paintwork as the Tourbillon at the center of the vitrine. Together, they formed a poignant symbol of the fusion of unparalleled heritage, craftsmanship and innovation.

''The spirit of community that has defined Bugatti for over a century is the same quality that has powered the success of Bugatti Broward, in partnership with the marque over seven years of incredible passion and dedication. Pouring care and energy into curating tailored experiences is central to us, and is something Bugatti Broward, and our partners all over the world, are so inspiring in doing. North America is a core market for Bugatti, and being able to rely on such dynamic partners as Bugatti Broward is critical to our success.
We are also honored to have the opportunity to thank our loyal customers for their love for our brand, embracing the Bugatti family spirit together, and continuing to build such a strong community as one. We are excited to witness the continued success of that ethos and Bugatti Broward moving forward.''

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI AUTOMOBILES

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[4] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G

[4] Veyron:

[4] Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G

[4] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.