

BUGATTI APPOINTS NEW DEALERSHIP IN JAPAN



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“Japan is a particularly important market for Bugatti. Japanese supercar customers have an in-depth understanding and a real passion for technical excellence and premium luxury,” according to Dr Stefan Brungs, Member of the Management Board for Sales, Marketing and Customer Service at Bugatti Automobiles S.A.S. “We are proud to be working with AOI, an excellent partner in sales and customer care in relation to luxury automobiles. We will strive for sustained growth in Japan in conjunction with our new partner, as AOI provides the highest level of care for our exclusive clientèle. We look forward to a profitable, successful partnership.”

The AOI group has more than 50 years' experience in the automobile industry, with extensive expertise in selling premium and luxury European cars in Japan and overseas. Akihiro Yamamoto, Vice President of the AOI Group, emphasises: "The AOI group feels honoured to represent this fantastic automobile brand. Not only does Bugatti have a great history, but over the past fifteen years it has evolved into an icon which both fascinates and inspires people."

Japan is one of Bugatti's strongest regions in the Far East, and the Japanese are fond of European products with tradition, so the combination of history and luxury embodied by Bugatti is highly valued.

"Bugatti provides us with a unique and exciting business model. Bugatti not only focuses on leading technologies and performance, but also on art, design and a luxurious lifestyle. In addition to the distribution of this unique supercar, here in Japan we also see great potential in the lifestyle sector, which Bugatti entered last year with its own Brand Lifestyle project," added Yamamoto. "And of course we want to ensure excellent service for Bugatti customers."

The AOI Group plans to open an exclusive Bugatti showroom in the middle of next year. A stand-alone Bugatti lifestyle boutique will be built at the same time, directly adjacent to the showroom. This will be the first combined Bugatti showroom and boutique in the world, and is the product of a successful brand extension strategy. The new Bugatti premises will be located in Tokyo's Aoyama district, which is home to the flagship stores of all Japanese and international luxury brands, making it the perfect setting for the French luxury marque.

A service centre is also planned which will provide the highest level of service for customers and vehicles in the region, with support from the service team at the company's headquarters in Molsheim, France.

ADDRESS OF BUGATTI JAPAN (UNTIL THE SHOWROOM OPENS IN 2015)

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