BUGATTI AWARDS ITS DUBAI DEALERSHIP WITH THE TITLE "SERVICE PARTNER OF EXCELLENCE"



Bugatti has awarded the title of "Service Partner of Excellence" to Al Habtoor Motors, its official Dubai sales partner of many years standing. This increases the number of Bugatti dealerships offering an extended service package and the highest seal of quality to a total of five worldwide. "Bugatti prides itself on offering our customers personalised service using the most advanced technologies," says Dr Stefan Brungs, member of Bugatti Automobiles S.A.S. management responsible for Sales, Marketing and Customer Service. "We are delighted that our dealership in Dubai has put the structures in place that enable it to go one step further in implementing our brand's standards of excellent service and top exclusivity, thus meeting each and every expectation of our customers in the Middle East."

2026 BUGATTI AUTOMOBILES S.A.S.

''This is a great achievement for Al Habtoor Motors to be recognized by Bugatti Automobiles as their 'Partner of Excellence','' says George Duncan, Director of Al Habtoor Motors. ''This will allow us to service our customers to a much higher level.''

Al Habtoor Motors first became the official Bugatti dealership in Dubai in 2006 and is the brand's biggest service partner in the Middle East. In order to achieve the status ''Partner of Excellence'', Al Habtoor Motors invested in building a workshop area reserved for Bugatti, which features four separate work stations, each with its own ramp. Four employees will be exclusively responsible for providing Bugatti customers and their vehicles with personalised care.

There are currently around 30 Bugatti service partners worldwide, carrying out regular maintenance and repairs on Bugatti vehicles. This network of partners is coordinated by the Customer Service team at the company's headquarters in Molsheim. As well as being home to the workshop, which now mainly looks after vehicles from mainland Europe, the headquarters also house Flying Technicians and Flying Doctors. These specialists travel to dealerships and customers all over the world on a regular basis to offer support and guidance to the local service team and to assist customers with all questions and concerns relating to their vehicle.

Service Partners of Excellence employ specially trained staff who work with the Bugatti Flying Doctors to provide expert service. The workshops are fitted with all the technology and equipment needed to carry out more extensive maintenance and repairs on Bugatti vehicles. In many cases, this saves vehicles from having to be transported to the central workshop, which can be a costly and time-consuming process, particularly for vehicles from outside of Europe. There are currently three Partners of Excellence located in the USA and one based in London, and these are now joined by the fifth partner in Dubai.

The new Bugatti workshop and service area in Dubai will open its doors to customers just before the start of the Dubai International Motor Show, which runs from 5 to 9 November 2013. The Motor Show will feature the world première of the third model in Bugatti's ''Les Légendes de Bugatti'' (Bugatti Legends) series.

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