

# BUGATTI BRUSSELS OPENS REDESIGNED SHOWROOM



- Reopening of showroom in new brand design at new address in Brussels
- Largest Bugatti showroom in Europe with almost 120 square metres
- First appearance of the Bugatti Chiron in Belgium
- Bugatti and D'Ieteren Group celebrate 10 years of successful cooperation

However it is not only the design that is new but also the address of Bugatti Brussels in the Elsene-Ixelles district at the heart of the Belgian capital. With an area of almost 120 square metres, the showroom is also the brand's largest in Europe. Bugatti took the inauguration of the new showroom as an opportunity to present its new 1,500 PS super sports car, the Chiron<sup>1</sup>, in Belgium for the first time. Since 2006, Bugatti's exclusive sales partner in Belgium has been the D'Ieteren Group. Bugatti Brussels is the seventh European dealership with the new showroom design. All in all, Bugatti is represented by 33 dealers in 17 countries around the world.

"With the inauguration of this exclusive showroom here in Brussels, Bugatti and the D'Ieteren Group are celebrating 10 years of successful cooperation," said Dr. Stefan Brungs, Member of the Board of Bugatti Automobiles S.A.S. for Sales, Marketing and Customer Service, at the official opening ceremony. "Here in the Rue du Mail, at the heart of D'Ieteren and the heart of

Brussels, we are extremely well-positioned. This is a fantastic showcase for our exclusive brand in Brussels and the perfect setting for the presentation of our new super sports car. I would like to express my sincere thanks to owner Roland D'leteren and General Manager Thierry du Parc. I am convinced that the newly designed showroom will provide great support for the market success of the Chiron in Belgium."

Thierry du Parc, General Manager of Bugatti Brussels, said at the ceremony: "At Bugatti Brussels, we are very proud to represent this fascinating brand at a new location and with a new design. It is a great honour for us to be able to present to our customers the Bugatti Chiron, the ultimate super sports car and the latest icon from the house of Bugatti." The D'leteren Group was established in 1805 and has been an official Bugatti dealer in Belgium from the beginning.

In Brussels, Bugatti and D'leteren have created a stylish Bugatti world. With Bugatti blue as the predominant colour, the showroom, with a floor space of almost 120 square metres, is characterised by clear lines and surfaces. Exhibits illustrate the impressive technical details of the Chiron. A communication strip running along a curved white brand wall presents information on products and highlights of the brand history. In addition, customers have the opportunity to configure their new Bugatti in a comfortable lounge featuring furniture from the Bugatti Home Collection.

## **DEALER'S ADDRESS:**

BUGATTI Brussels Rue du Mail, 50 1050 Brussels Belgium

## **OPENING TIMES:**

By individual appointment

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