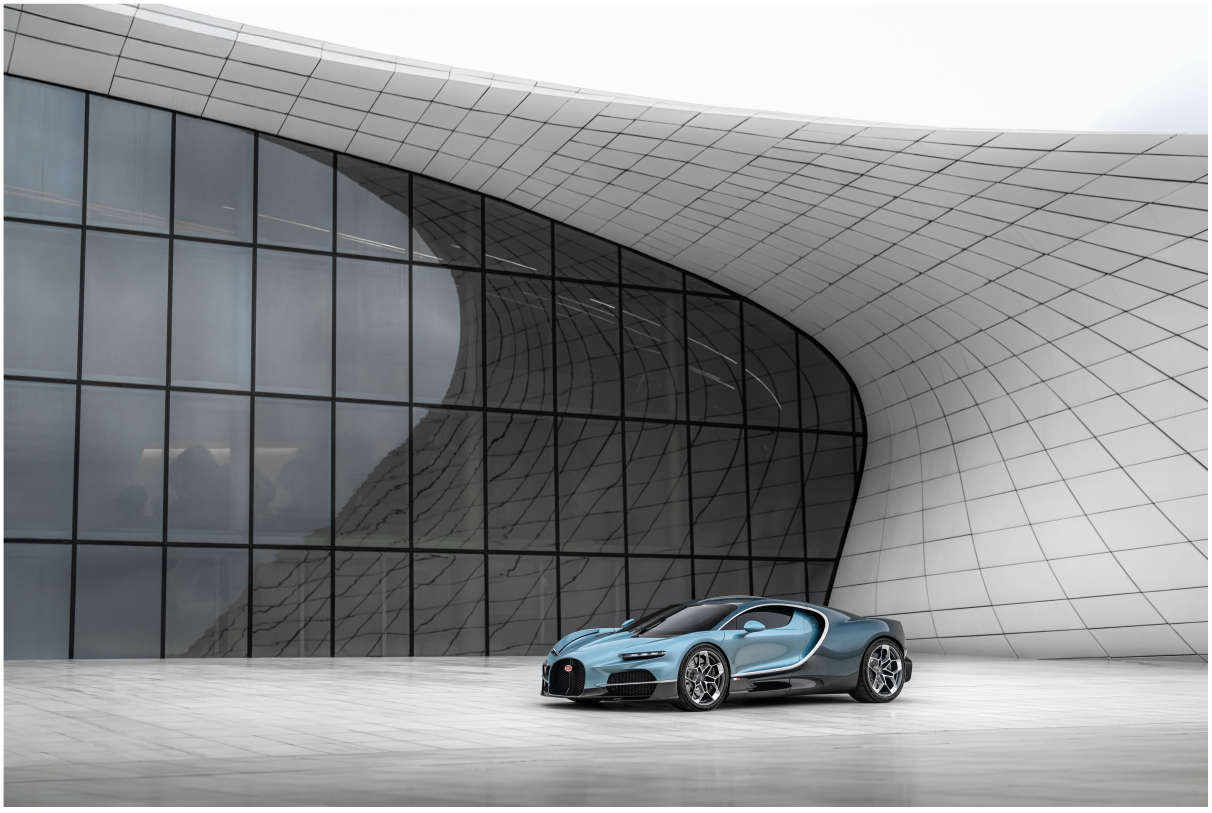
BUGATTI CELEBRATES THE GRAND OPENING OF BUGATTI BAKU, THE LARGEST SHOWROOM GLOBALLY



As the anticipation of the year ahead continues to grow, so the new thrilling chapter in Bugatti's story blooms further. An entirely reimagined showroom in Munich and exquisite all-new Vienna vitrine showcase the new era of the brand in all its glory, unveiled in 2024 — but another dawn for the marque now rises in the east. With Bugatti's

2026 BUGATTI AUTOMOBILES S.A.S.

mesmerizing halo hyper sports car, the Tourbillon[1], having blazed a trail through Shanghai and Hong Kong, it has travelled west to grace the opening of an all-new showroom in Baku, Azerbaijan, for the first time.

Situated near to the coast in the heart of Baku's prime luxury showcase, Bugatti Baku has now opened its doors — becoming the largest Bugatti showroom in the world. Operated by Nazar Holdings, representing some of the world's most iconic and prestigious automotive brands in this region, Bugatti Baku is not only a pertinent testament to the grandeur of Bugatti's new visual identity and creative direction, but a beautifully fitting location for a magnificent evening Grand Opening — a spectacular affair held in the presence of discerning Bugatti enthusiasts, media guests, and Azerbaijani representatives.
A special guest of the celebrations, the Bugatti Tourbillon — making its glorious debut in Central Asia at the dawn of a new era. And so the Tourbillon arrived in Baku — the capital of Azerbaijan and a beautiful bridge between Europe and Asia, defined by a striking blend of modern design achievement and millennia of history. From the marvelous spectacle of the city's Crescent Bay skyscraper complex, to the inimitably designed Maiden Tower standing proud in the Old City, all that defines the awe-inspiring draw of the Tourbillon could be admired against a splendid backdrop of architectural style.

"As we have seen through this evening's Grand Opening, witnessing the majesty of the Bugatti Tourbillon unveiled to our valued guests for the first time in this region is a truly emotional moment for all of us. It has been a pleasure to work with Nazar Holdings, a very well-respected leader in automotive luxury retail, since the beginning of our partnership in 2023. Together, we have successfully ushered in Bugatti's new era at Bugatti Baku, the marque's largest showroom globally, and united a score of passionate customers with their own Tourbillon. Delivering on our customers' exacting needs is our highest priority — not just in Azerbaijan, but across one of the largest market-regions for the marque: Turkey, Georgia, Uzbekistan, Kazakhstan, Tajikistan, Turkmenistan, and Kyrgyzstan."

KOSTAS PSARRIS
REGIONAL DIRECTOR OF BUGATTI MIDDLE EAST & ASIA

With the excitement of the city and festive atmosphere flowing through the landmark Grand Opening, the emotion of the occasion proved to be the perfect complement to the venue of the grand Gala Dinner: the stunningly beautiful Heydar Aliyev Center.

As the Tourbillon enchanted the guests, so the marvel of architecture and engineering designed by the inimitable Zaha Hadid Architects continued the wonders of the evening. A captivating symbol of the passion for architecture and luxury real estate in Baku, the Heydar Aliyev Center perfectly mirrors the philosophy of the first Bugatti Residences by Binghatti in Dubai, presented to the guests during the Grand Opening. The elegant designs represent a striking showcase for Bugatti's quintessential Art de Vivre in and beyond the automotive world — imbued with the

flowing lines, seamless forms, and exquisite craftsmanship that have been at the core of the brand's DNA since its inception.

Awaiting the attendees in this jewel of modern architecture, iconic heroes of Bugatti's story — proudly representing the rich heritage and inimitable innovation that has punctuated its history from the beginning to present-day. Taking pride of place before all guests, lay the Baby Bugatti Centenary Edition — honoring the legacy laid down by the successful Type 35 — which celebrated its centenary last year, infused with the excellence of modern Bugatti artisanship. Flanking this homage to the automotive legend: modern legends of Bugatti's incredible W16 era, with the Chiron^2 and Veyron paying tribute to the continuation of the brand's rich streak of innovation.

"We are pleased to announce that the new Bugatti showroom in Baku will not only be the largest in the world, but also a true embodiment of the brand's heritage of luxury and innovation," he emphasized.

ALI NAZAR
OWNER OF NAZAR HOLDINGS

However, this commitment to excellence flows beyond Bugatti's automotive achievements, represented by the exquisite Jacob & Co. Tourbillon watch on display — reflecting not only the Haute Horlogerie imbued in the new hyper sports car itself, but also the intricacy of its V16 engine; a fitting champion of the excellence defining Bugatti Baku and the design of each Bugatti ever crafted.

"With the Grand Opening of Bugatti Baku and our successful partnership with Nazar Holdings, we are further expanding and enhancing the strength of the brand in exciting markets around the globe. Our partners are our main touchpoints to the customers; they represent a crucial pathway for welcoming our customers to the world of Bugatti. We hugely value their commitment to immersing themselves in the brand's rich heritage and vision, and sharing our passion and dedication to delivering an unparalleled experience that supersedes expectations. Nazar Holdings is a trusted partner in facilitating this customer journey, proving themselves as the best team for representing Bugatti in the region, and for achieving even more success moving forward."

HENDRIK MALINOWSKI
BUGATTI MANAGING DIRECTOR

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