

BUGATTI LAUNCHES DIGITAL NEWSROOM



Faster, clearer and more modern. In line with Bugatti's 110th anniversary celebrations, the French luxury brand is modernising its Media Lounge and installing a digital newsroom for the first time. Being on the path to a new digital era, this step is vital.

Faster, clearer and more modern. In line with Bugatti's 110th anniversary celebrations, the French luxury brand is modernising its Media Lounge and installing a digital newsroom for the first time. Being on the path to a new digital era, this step is vital.

Bugatti, not content with the status quo of technology, sets its own trends as per usual. Like the hyper sports car, the newsroom is of timeless elegance, while focusing on multipliers, it is technically ahead of its time. Innovative multi-channel communication tools and Content Delivery Network (CDN) ensure ultra-fast delivery worldwide. It is with progressive design and high usability that the newsroom brings media representatives to the forefront. This leads to a faster receiving of firsthand information on different channels. The work platform for journalists and media representatives allows a comprehensive digital offer on novelties, models, technology, portraits and history.

It is with this that Bugatti is now tempting the communication possibilities in the luxury brand segment and approaching its brand values. "With the help of the new newsroom we digitalise our communications and bundle all the information about Bugatti," says Tim Bravo, Head of Communications at Bugatti. "This improves our information flow as well as our transparency. Bugatti will thus become more accessible and tangible, all while growing quicker and more efficient in communications." The newsroom's goal is to support the media, but it also offers other target groups a more comfortable interface to the Bugatti information offering.

Media representatives and those interested can easily find different communication channels which include current press releases and, in the future, social media pages such as Facebook, Instagram, YouTube and Twitter.

Like the French Alsace brand, the newsroom stands for clarity, design, efficiency, performance and credibility. It offers digital press kits on brands, models, companies, history and technology. It also includes more information, stories, photos, videos, news, portraits and background knowledge. The contents are appropriately prepared for working, reading and downloading. The rubrics "Company," "Products", "Tradition", "Technology", and "Lifestyle" bundle the different contents of a specific topic in a clear and defined manner.

The topics and functions of the newsroom are continuously updated and expanded. In the future, they will be able to personalise for an improved user experience and a more comfortable working environment.

"Like our exclusive hyper sports cars Chiron and Divo, we will continue to develop the newsroom. Two additional stages are planned for this year, including one for an optimised multi-channel communication. As the founder Ettore Bugatti puts it, perfection is never achieved, but we strive for the closest possibility to utmost perfection in digital communication. It will become a pillar to our communications department and shall fully support the brand" explains Tim Bravo.

Bugatti's new newsroom is now available at <https://newsroom.bugatti> or <https://www.newsroom.bugatti>.

The Bugatti press conference at Geneva International Motorshow 2019 will be made available on the Bugatti Newsroom live on Tuesday, March 5th from 09:00 am - 09:15 am CET (08:00 am – 08:15 am GMT).