MOLSHEIM
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BUGATTI ENTERS CHINA WITH THE FIRST DEDICATED SHOWROOM IN SHANGHAI



For over a century, Bugatti has captivated the world's most discerning collectors and automotive connoisseurs with creations that transcend the boundaries of engineering and artistry. Today, with the brand having started a transformative new era, it strengthens its bond to China: a nation that has long admired Bugatti's uncompromising pursuit of excellence.

The Grand Opening of Bugatti Shanghai marks a historic milestone: the brand's first dedicated showroom in mainland China, underscoring its commitment to a region where passion for automotive mastery and appreciation for heritage and craftsmanship have flourished for decades.

2026 BUGATTI AUTOMOBILES S.A.S.

Building on the marque’s established relationship in mainland China and Hong Kong with trusted partner Kingsway Apex, the meticulously designed showroom located in the heart of Shanghai has been crafted to meet Bugatti's exacting global standards. More than a retail space, it serves as an immersive destination where the marque's storied legacy meets its forward-thinking innovation, offering a unique experience for discerning clients.

Celebrated in an exquisite event attended by esteemed customers and select media, the Shanghai Grand Opening was celebrated with the first public appearance of the Bugatti Divo in China. One of just 40 ever built, the Divo exemplifies Bugatti Shanghai’s commitment to presenting the rarest and most exceptional automobiles from Bugatti's lineage, building on the latest chapter in the marque’s story in China with the Tourbillon making its debut in the country earlier this year. During its stay in mainland China, the Bugatti Divo also graced Shanghai’s bustling hub of innovation, the Lingang Special Area, with its presence in a historic moment underscoring the exclusivity that defines Bugatti.

The significance of the occasion was further elevated by the attendance of senior Bugatti leadership, including Mate Rimac, Chief Executive Officer of Bugatti Rimac, Hendrik Malinowski, Managing Director at Bugatti, and Kostas Psarris, Regional Director of Bugatti Middle East and Asia.

> ‘‘With the unveiling of the Tourbillon in China earlier this year, we have witnessed an incredible passion for Bugatti hypercars since the Veyron, which celebrates its 20-year anniversary, and an exceptional appreciation for engineering artistry. Shanghai — a city where tradition and innovation converge — is the ideal location for our first brand showroom in mainland China. This new space has been designed as a destination where clients can have a taste of the unparalleled experience we champion for all over the world.’’
>
> HENDRIK MALINOWSKI
> MANAGING DIRECTOR AT BUGATTI

Following Bugatti’s vision, the Shanghai showroom’s design philosophy extends beyond the automotive realm, encompassing a holistic luxury environment. In a special temporary display, an exclusive showcase of the Bugatti Home collection by Luxury Living adorned the new vitrine. At the heart of the Bugatti Shanghai space, the TYPE_3 sofa and ottoman in Voltaic Blue — two pieces that echo the brand’s design language with enveloping forms and signature ‘EB’ logo details in iconic Bugatti Blue.

Also showcased is the TYPE_14 rug, inspired by the fluid lines of Bugatti's hypercar lineup, alongside the TYPE_11 side table, whose silhouette incorporates the brand's characteristic ‘C’ curve. Each element was carefully selected to create an environment that resonates with Bugatti's principles of timeless elegance.

"This showroom stands as a testament to our commitment to providing Chinese clients direct access to the full Bugatti experience. Every element has been thoughtfully considered to create an environment that mirrors the exceptional quality of the automobiles themselves, but also the unrivalled Bugatti experience. From the initial consultation to the bespoke configuration process, we are dedicated to supporting our clients at every stage of their ownership journey."

ALBERT WONG
PRINCIPAL OF KINGSWAY APEX

As one of the world's most dynamic cities, Shanghai provides the ideal setting for Bugatti to engage with collectors, entrepreneurs, and enthusiasts who share the brand's passion for excellence. The city's vibrant luxury landscape and its role as a cultural hub create the perfect environment for Bugatti's continued global development. The new showroom marks an important step forward in the brand's global retail strategy, demonstrating Bugatti's commitment to a market where the pursuit of the extraordinary continues to flourish.

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[2] Divo: WLTP fuel consumption, l/100 km: low phase 43.3 / medium phase 22.2 / high phase 18.0 / extra high phase 18.3 / combined 22.3; CO2 emissions combined, g/km: 506; efficiency class: G

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