

# BUGATTI OPENS A NEW LOCATION FOR LUXURY AUTOMOBILES IN MUNICH WITH A SHOWROOM AND A LIFESTYLE BOUTIQUE



- First Bugatti dealership in the Bavarian capital
- The French luxury brand's first lifestyle boutique in Germany
- After Tokyo, Munich is the second city in the world with a Bugatti showroom and a lifestyle boutique under the same roof
- Bugatti's partner in Munich is the Dörr Group, which also operates a Bugatti showroom in Frankfurt am Main
- Germany is among Bugatti's most important markets in Europe

“The Blue of Munich” is the motto of the evening when both Bugatti’s first showroom in Munich and the French luxury brand’s first lifestyle boutique in Germany open their doors. After Tokyo, Munich is the second city in the world with a Bugatti showroom and a lifestyle boutique under the same roof. Bugatti’s partner in Munich is the Dörr Group, which also operates a Bugatti showroom at its headquarters in Frankfurt am Main. Bugatti Munich and Frankfurt are the first locations in Germany with the new Bugatti brand design. In total, Bugatti now has 32 dealers in 17 countries, including four in Germany.

Dr Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing, Customer Service and Brand Lifestyle, and Rainer Dörr, Managing Director of the Dörr Group, cut the blue tapes in Munich to open the facility only a few days after the presentation of the Chiron<sup>1</sup>, Bugatti’s new 1500 HP super sports car, at the Geneva International Motor Show.

“It is a great privilege for us to be a partner to Bugatti and to be able to offer our customers not only this unique super sports car but also the exquisite Ettore Bugatti Collection in appropriate surroundings,” said Rainer Dörr. “The opening of the showroom and the boutique is a major event in the history of the company. It means a great deal to me and to my team. We are looking forward to stepping on the gas in Munich for Bugatti.” The Dörr Group, with headquarters in Frankfurt am Main and branches in Stuttgart and Munich, has successfully represented luxury and sports car brands in Germany for five years.

“Southern Germany, with its centre in Munich, is one of Bugatti’s top markets in Europe and by far its most significant market in Germany. This is why we are proud to open this showroom in Munich upon the market launch of the Chiron. Here, Bugatti is outstandingly well-positioned to provide excellent service to our demanding clientele,” said Dr. Stefan Brungs. Currently, some 40 Veyron supercars are the highlight of German car connoisseurs’ collections. And about 10 percent of the orders already received for the new Chiron come from Germany.

“In Munich, we can see an extremely effective combination of vehicle presentation and brand lifestyle”, Brungs continues. “I would like to thank our new partner and wish the Dörr Group that the momentum gathered by Bugatti at our show presentation in Geneva will continue here in Munich.”

Bugatti’s home in Munich, with an area of 200 square metres, is located between Viktualienmarkt and Isartor at Frauenstraße 30. The vehicle showroom is situated in the foyer. Blue, Bugatti’s brand colour, predominates in its modern presentation which features pronounced lines and clear surfaces like Bugatti’s super sports cars. A curved white brand wall with adaptable ambient lighting, featuring a shining Bugatti logo, sets the scene for the star of any Bugatti showroom — the Chiron.

A communication strip running along the wall is used to display product information and images as well as highlights from the history of the brand. Customers can also configure their new Bugatti here. Everything can be controlled intuitively using an iPad or tablet after customers have taken their seats in the luxurious lounge. The lounge is equipped with furniture from Bugatti Brand Lifestyle, designed especially for the brand’s showrooms. The organically shaped armchairs are made from the finest leather and blue carbon fibre, high-grade materials requiring complex craftsmanship of the type which are also used in Bugatti super sports cars. The sides boast the EB logo.

The wall on the opposite side provides space for the heritage section, with three wall-mounted pillars devoted to Bugatti's brand values, Art Forme Technique, and illustrating the three values with films and animations. Exhibits on a presentation surface impressively underline the digital content.

Behind the showroom, we find the world of the Ettore Bugatti Collection, featuring elegance, the finest craftsmanship and exquisite design. In contrast to the showroom, which has a design based on technical elegance, the boutique area has exclusive parquet flooring which exudes warmth and elegance and perfectly sets the scene for the collection. The items in the collection, with a distinctive cut and refined details are all individual creations crafted in Italy using the most exclusive materials available. In the boutique, you can also find precious items from Bugatti's watch partner Parmigiani Fleurier as well as valuable writing utensils from Montegrappa and fine examples of glass art from Lalique.

## **DEALER'S ADDRESSES:**

### **BUGATTI MUNICH BOUTIQUE & SHOWROOM**

Frauenstrasse 30 (Altstadt-Lehel) 80469 Munich Phone +49 89 25547937 Boutique & Showroom Director: Philip Rogers

Opening hours: Mondays — Fridays 10.00 a.m. to 6.00 p.m. Saturdays 10.00 a.m. to 2 p.m. and by appointment

### **BUGATTI FRANKFURT SHOWROOM**

Orber Strasse 4a (Klassikstadt) 60386 Frankfurt Phone +49 69 426940625

Opening hours: Mondays — Fridays 10.00 a.m. to 7.00 p.m. Saturdays 10.00 a.m. to 2 p.m. and by appointment