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BUGATTI FORGES NEW PARTNERSHIP WITH SEGOND AUTOMOBILES GROUP OF MONACO



Bugatti welcomes Segond Automobiles Group based in the Principality of Monaco as the latest addition to the brand's global network of Bugatti Partners.

The walls of Monaco's streets echo with the sound of motor racing history, as well as Bugatti's own racing heritage. 92 years ago in 1929, the iconic Circuit de Monaco held its very first Grand Prix, won in unforgettable fashion by none other than William "Williams" Charles Frederick Grover in his Bugatti Type 35B. On that day, Bugatti demonstrated the supremacy of the Type 35 by securing five of the top six finishing positions. Ever since, the famously narrow and winding race track has become synonymous with the pinnacle of motor racing. Today, Bugatti enriches

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its links with the Principality upon the Cote d'Azur in collaboration with Segond Automobiles Group.
A jewel in the crown of the French Riviera situated at the very apex of European luxury, Monaco has for many decades been the focus of the international jet set, steeped in history and tradition as a center of exclusivity. Home to world-famous architecture such as the Hôtel de Paris Monte-Carlo, Casino Square and the Yacht Club de Monaco, it is no wonder why many Bugatti owners choose to settle in the region. Bugatti's legendary racing driver, Louis Chiron, was born in Monaco in 1899. Winner of the Monaco Grand Prix in 1931, Chiron is the name given to the marque's latest hyper sports car that came to redefine the meaning of performance and luxury in the automotive industry in 2016 and beyond.

Bugatti's network is — with 33 Bugatti Partners in the key markets all around the world — well positioned to reach its diverse and truly global customer base. The experience of driving a Bugatti hyper sports car is mirrored by the customer experience when purchasing one of the marque's engineering marvels from showrooms and appointed Bugatti partners.

Bugatti is renowned for working with partners who share the brand's core philosophies, are leaders in their respective fields, and are a true extension of the Molsheim Experience. In the case of Segond Automobiles Group, a passion for excellence and unrivaled customer service is what binds the two parties.

Segond Automobiles Group has operated from the Principality of Monaco for over 35 years. First establishing a presence in the region in 1985, the Group has since grown to form an in-house team of expert technicians and salespeople working with some of the most prestigious brands in the automotive industry.

Guy Caquelin, Bugatti's Regional Director of Europe, said: ''Europe is one of Bugatti's strongest regions, and has been the venue of many of our model launches, customer drive events, and is of course home to some of our closest customers. We are delighted to welcome Segond Automobiles Group with this new showroom in the heart of the Principality of Monaco in a highly attractive location next to the Mediterranean Sea. Having extensive Monégasque lineage alongside unique knowledge of the market, the Group is poised to solidify Bugatti's presence in the region.''

Stéphane Colmart, Directeur Général of Groupe Segond Automobiles, commented: ''Passion and motorsport are two founding values of the Segond Automobiles Group and for these common roots, I can ensure the great pride of all its shareholders and employees to join the very exclusive family of Bugatti Partners.

''Our future Bugatti showroom is in one of the most desirable locations in all of Europe, nestled among fine boutiques and surrounded by nearly a century of motor racing history. We will have an amazing location situated literally on the Formula One Grand Prix racetrack in the famous la Rascasse corner near the legendary Louis Chiron virage. It is, in many ways, the perfect place for us to welcome customers of a brand renowned for its racing successes and its world-leading craftsmanship.

''Combined with a Bugatti Aftersales facility very nearby, we can continue to evolve the ownership experience for our Bugatti customers, offering them the ultimate in design, convenience and luxury.''

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