

BUGATTI INAUGURATES NEW SHOWROOM IN THE NETHERLANDS



Together with its sales partner in the Netherlands, Pon's Automobielhandel B.V., Bugatti inaugurated a new showroom at the dealer's headquarters in Leusden on Thursday evening. This is the first location of a Bugatti dealer in Europe with the new showroom design. The French super sports car maker had presented its newly developed corporate identity to dealers last autumn and has already opened the first showrooms in the USA. Bugatti currently has 27 dealers in 13 countries.

"Some of our most loyal customers live in the Netherlands," said Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Brand Lifestyle, speaking to the many guests attending the inauguration. "The opening of this facility in Leusden is the first stage in a roll-out programme for our showrooms in Europe which will be implemented this year. I would like to thank our partners Pon for their highly considered commitment and the sustainable investment which they have made in our brand."

Pon has succeeded in providing an appropriate home for the Bugatti Chiron¹ in the Netherlands in good time ahead of the new model's world debut at the Geneva International Motor Show in March. The showroom, with floor space of 90 square metres, is located in 'Het Koopmanshuis', a central building on the Pon Campus in Leusden, near Amersfoort. It was here that the Pon family built up its business as a car dealer in the late 1920s. Pon has been an official sales partner of Bugatti since 2012.

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