

BUGATTI INAUGURATES NEWLY DESIGNED SHOWROOM IN GENEVA



Just before the start of the Geneva International Motor Show, the Bugatti showroom in Geneva is being opened with the new brand design. The showroom, which is located near to the Palexpo exhibition centre, is one of the brand's largest in Europe, with a floor space of more than 130 square metres. Bugatti Geneva is the 14th sales facility in the world with the brand's new award-winning design. Bugatti's sales partner in Geneva is the Chevalley Group. Bugatti has a total of three dealerships in Switzerland, in Geneva, Gstaad and Zurich.

"Geneva has traditionally been an important location for Bugatti in Europe," said Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing, and Customer Service, on the occasion of the official inauguration of the new showroom. "We are pleased that all the Bugatti sales facilities in Switzerland now feature the brand's new showroom design. I would like to thank our partner in Geneva, the Chevalley Group, for its considerable commitment and great identification with the brand."

To date, 15 of the 250 orders now received for the Chiron¹ have come from Switzerland, which means that Switzerland now takes third place among Bugatti's most important European markets, after Germany and the United Kingdom. As regards Veyron sales, the country was also among the top markets. 10 percent of the 450 Veyron super sports cars sold throughout the world went to Switzerland.

Frederic Manfrini, Managing Director of Bugatti Geneva, said: "Our team is very proud of being able to open this brand-new showroom which is devoted entirely to Bugatti. It is a great honour for us to represent this extraordinary brand. With the new Chiron, Bugatti has once again confirmed its undisputed leading position. As sales partners, we are already looking forward to handing this unique super sports car over to our customers."

The Chevalley Group was founded some 45 years ago. It is the largest automobile trading organization in the Geneva region and represents 19 automobile brands including a number of renowned premium and luxury brands. The Chevalley Group has been an official Bugatti sales partner since 2006.

Behind a large glass facade, the new Bugatti showroom provides space for two vehicles. Customers and guests are welcomed in the lounge with furniture from the Bugatti Home Collection. Customers can configure their Chiron here. The Heritage section presents Bugatti's brand values Art, Forme, Technique.

DEALER'S ADDRESS:

Bugatti Geneva Garage de l'Athénée, Genève/Cointrin Route de Meyrin 122 1216
Genève/Cointrin

OPENING HOURS:

SHOWROOM:

Monday — Friday: 8:00 a.m. — 12:00 noon and 1:30 p.m. — 6:30 p.m. Saturday: 9:00 a.m. — 12:00 noon and 2:00 p.m. — 5:00 p.m. and by individual appointment

CUSTOMER SERVICE AND WORKSHOP:

Monday — Friday: 7:30 a.m. — 12:00 noon and 1:30 p.m. — 5:30 p.m.

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