BUGATTI INAUGURATES THE BRAND'S LARGEST SHOWROOM IN DUBAI



- Bugatti UAE now with new brand design at new address on Sheikh Zayed Road
- This is the world's largest Bugatti showroom, with an area of more than 240 square metres
- Bugatti's long-standing partner in the United Arab Emirates is Al Habtoor Motors
- Bugatti UAE is the brand's most successful dealer in the world
- Showroom inauguration is the first event in the Chiron's tour of the Arabian peninsula

The largest Bugatti showroom in the world is opening its doors today on Sheikh Zayed Road in the centre of Dubai. The French super sports car manufacturer's facility in Dubai is the 15th location in the brand's global dealership network with the new award-winning brand design. Bugatti's long-standing sales and service partner in the UAE is Al Habtoor Motors. With 30 orders received for the Chiron[1], Bugatti UAE is the brand's most successful dealership underscoring the high importance of the Arabian peninsula as one of Bugatti's key sales markets. All in all, the region accounts for 26 percent of orders received for the Chiron. For

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the inauguration of the new luxury address on the Arabian Gulf, the world's most powerful, fastest, most luxurious and most exclusive production super sports car travelled to Dubai before beginning its tour of the region.

''A location of this significance and appeal for our brand has earned a superlative showroom,'' 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. ''Many Bugatti customers who have been the closest and most loyal ambassadors of our brand for many years live in this region. Some of them are proud owners of car collections with even several Bugatti super sports cars. A passion for ultimate performance, luxury and individuality is especially in evidence here. The new showroom will not only be the perfect platform for the Chiron but also honours our special customers.''

''We would like to thank Al Habtoor Motors for this convincing testimony to our brand,'' Brungs continued. ''The success of Al Habtoor Motors is based on the considerable passion and professionalism with which our partner represents Bugatti in the United Arab Emirates.''

Al Habtoor Motors has been the official dealer partner of the French luxury brand for the United Arab Emirates since 2006 and a Bugatti Service Partner of Excellence since 2013. It is here that we find the largest Veyron fleet, with about 55 vehicles.

Sultan Al Habtoor, President of Al Habtoor Motors, emphasised how proud his company was to represent the Bugatti brand. ''The UAE is always striving to be the best. Our target was therefore to bring the largest, most beautiful Bugatti showroom to the heart of Dubai. Here, our exquisite clientele can experience the unique nature of this fantastic brand in all its facets.''

Bugatti UAE has created a Bugatti world in Dubai for its demanding clients, with an area of 240 square metres. It is not only the size of the dealership that is impressive. The entrance is also very imposing. It features the legendary Bugatti horseshoe. This design element, which can be found on a Bugatti's radiator grille, is almost 4 metres high. Inside the building customers and guests are welcomed into a specially designed lounge area equipped with furniture from the Bugatti Home Collection. Here, customers can configure their Chiron in a private atmosphere. The extraordinary technical achievements and design of the Chiron are presented using exhibits and animations on large screens. In the heritage section, visitors can learn about the Bugatti brand values — Art, Forme, Technique.

BUGATTI UAE SHOWROOM ADDRESS:

Sheikh Zayed Road Umm Al Sheif Exit 41 Dubai

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OPENING HOURS:

Sundays to Thursdays: 9:00 a.m. to 8:00 p.m. and by individual appointment