

BUGATTI INVITED TO BECOME A MEMBER OF COMITÉ COLBERT



The renowned French company association Comité Colbert has decided to adopt the luxury car brand Bugatti as a new full member as of 1 July 2015. Since its foundation in 1954 the main objective of the Paris-based organisation is to promote the "Art de Vivre" of French luxury brands and associated cultural institutions on an international level. Bugatti is the first car manufacturer to be nominated as a full member.

"Membership of the Comité Colbert is a great honour for Bugatti. We are proud to be a part of this exclusive club of great French luxury companies and brands of worldwide renown," said Dr Stefan Brungs, Board Member for Sales, marketing and Customer Service of Bugatti Automobiles S.A.S. "Bugatti embodies luxury, tradition and performance like no other car brand. Around 20 years ago we took the conscious decision to re-establish the company at its birthplace in Molsheim and to lead it into a successful future.

“Bugatti is the very first car brand to be asked to join the Comité Colbert. The company stands for French luxury, innovation and creative energy. We are delighted to welcome this exclusive and legendary brand to our ranks,” commented Elisabeth Ponsolle des Portes, General Commissioner of Comité Colbert.

Alongside other great brands such as Boucheron, Chanel, Hermès, Cartier, Champagne Krug and the Hôtel Ritz, Bugatti now represents the esprit and innovation of the French luxury goods industry worldwide.

The values to which Comité Colbert is committed also serve as the criteria for becoming a new member: in addition to striving to internationalise the highest ethical principles, members must have strong cultural ties and manufacture highly exclusive products that are characterised by the highest levels of creativity and ingenuity.

About the Comité Colbert The Comité Colbert was founded in 1954 by the French perfumer Jean-Jacques Guerlain. Then, as today, the stated aim of the Paris-based company association was to promote French lifestyle and the associated highest quality standards across national boundaries.

It owes its name to the luxury association of Jean-Baptiste Colbert, who played a vital role in promoting the export of French luxury goods in the 17th century as treasury minister under the Sun King, Ludwig XIV. Today the Comité Colbert is a network of 80 companies from the luxury goods industry as well as 14 cultural institutions. The members include renowned French jewellers, Haute Cuisine restaurants, fashion houses, perfumers and cosmetics companies and now also a car manufacturer. Each of these companies shares the Colbert values and acts as an ambassador for the French luxury goods industry all over the world.