# BUGATTI LONDON CELEBRATES 20 YEARS OF PARTNERSHIP WITH A RENEWED SHOWROOM




**For two decades, BUGATTI London has stood as an important home for the marque in the United Kingdom, bringing the incomparable world of the Molsheim brand to the heart of the British capital. Now, as BUGATTI celebrates 20 years of partnership with H.R. Owen, the marque honors a new chapter in this enduring relationship with the Grand Opening of its comprehensively refurbished London home — an exquisite new setting for the TOURBILLON era.**

2026 BUGATTI AUTOMOBILES S.A.S.

Nestled among the distinguished ateliers, luxury boutiques and Michelin-starred restaurants of Mayfair, BUGATTI London's boutique showroom has welcomed discerning customers and enthusiasts since the beginning of the partnership in 2006. Over the years, it has become one of the marque's most important official partners in Europe, fostering deep relationships with customers through an experience defined by passion, expertise, and the pursuit of perfection that is synonymous with the BUGATTI name.
While retaining its established address on Bruton Street, the showroom has undergone a complete transformation. Every detail has been reimagined to reflect BUGATTI's latest visual identity. New personalization samples and an advanced configurator invite customers to explore the extraordinary breadth of possibilities available when creating their very own BUGATTI masterpiece.

As BUGATTI ushers in the next generation of hypercars, the renewed showroom will become a focal point for the delivery of the TOURBILLON[1] and the future hypercars from Molsheim. Building on two decades of trust and success, a select collection of TOURBILLON will be united with their future owners through BUGATTI London — a profound testament to the significance of this established community and the longstanding relationships nurtured by the London team.

Welcoming treasured BUGATTI customers along with H.R. Owen representatives: Mate Rimac, CEO of BUGATTI Rimac, and Alexis Ploix, Director of Aftersales and Customer Service at BUGATTI. At the center of the celebrations stood the first model produced by the BUGATTI Rimac Group, the W16 MISTRAL[2] Chassis 001. A mesmerizing expression of the legendary W16 era, it represents the culmination of an extraordinary engineering era and the connection between the achievements that have shaped BUGATTI's modern history and the exciting future awaiting its London community with the TOURBILLON.

> "In this new era for BUGATTI, we are building on the extraordinary achievements of our past while redefining what is possible for the future. The TOURBILLON embodies this ambition, bringing together timeless engineering principles, emotion and innovation in an entirely new way. This beautifully renewed showroom reflects that vision, creating a home for the next generation of BUGATTI automobiles and an exceptional experience for our customers. Together with our longstanding partners at H.R. Owen, we are laying the foundations for an exciting new chapter in London."
>
> MATE RIMAC
> CEO OF BUGATTI RIMAC

Beyond the showroom, BUGATTI London's commitment to its customers extends throughout the ownership journey. As one of the marque's six select global Service Partners of Excellence, and the only one in the United Kingdom, BUGATTI London's highly qualified specialists deliver the meticulous care and technical expertise required by BUGATTI masterpieces. Supported by a dedicated, state-of-the-art aftersales facility and specialists trained at the marque's historic home in Molsheim, the team is equipped to undertake both routine maintenance and highly complex technical work — ensuring that the attention devoted to creating each BUGATTI continues throughout its life.

"Our philosophy has always been that the experience of owning a BUGATTI must be as exceptional as the automobile itself. From the first encounter in the showroom to the most intricate aspects of aftersales care, every detail deserves our complete attention. BUGATTI London's recognition as a Service Partner of Excellence is testament to that commitment, and with this beautifully renewed showroom, we are creating a BUGATTI home in London in which to welcome our customers into the TOURBILLON era. We look forward to continuing this journey together for many years to come."

ALEXIS PLOIX

DIRECTOR OF AFTERSALES AND CUSTOMER SERVICE AT BUGATTI

A cornerstone of the partnership that endures is the shared belief that an incomparable automobile must be accompanied by an equally exceptional ownership experience, with every interaction reflecting the same exacting standards that have defined BUGATTI since Ettore founded the marque in 1909.

**Press Contact**
Jan Schmid
Director of Brand, Marketing & Communications
communications@bugatti.com

---

[2] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.

[2] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G