BUGATTI NEW IDENTITY WINS RED DOT AWARD



Since 1909, Bugatti has been steadfast in its forward-thinking, innovative mindset; inspired by the unwavering can-do attitude of its founder, Ettore Bugatti. Following this path, the brand has grown beyond its roots as an iconic hyper sports car manufacturer to become a key luxury brand. Bugatti's evolving brand identity is testament to this shift, with the Red Dot Design Award recognizing the new corporate design in its 'Brands and Communication Design' category.

Coveted since Ettore first established the marque, Bugatti has stood at the summit of the automotive world for more than 110 years. Now in 2023, Bugatti's ethos has evolved to encapsulate all-encompassing avant-garde French luxury. And the Red Dot Award have recognized this growth, paying homage to Bugatti's innovative concept and progressive design. At the heart of the Bugatti corporate identity that was first implemented in new partner showrooms and introduced to the public in July 2022, is a commitment to 'Create the Incomparable'.

2026 BUGATTI AUTOMOBILES S.A.S.

Bugatti's devotion to producing bespoke works of art and delivering an entirely unique experience to each of its customers remains, but the corporate design has evolved. Integrating new design elements and a progressive brand feel across all touchpoints, both physical and digital, the outcome is a design that is bolder, more modern, and more progressive. It is a design that better represents where Bugatti stands today, and in the direction it will head in the future.

> "Bugatti's new corporate identity is a significant step in unlocking the brand's potential for growth as an iconic French luxury house that creates matchless customer experiences and continuously redefines the luxury market. We are delighted to have been recognized for our work. It shows that our message transcends our customers and fans, also reaching the global media and prestigious experts of the communications and design fields."
>
> HENDRIK MALINOWSKI
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> MANAGING DIRECTOR OF BUGATTI AUTOMOBILES

The Red Dot Award is one of the world's longest-standing design competitions. First presented in 1955 as Design Innovations, the Red Dot Award has been titled as such since 2000. Each year, a jury of circa 50 internationally renowned experts select the best designs across three categories: Product Design, Brands & Communication Design, and Design Concept.

Renowned globally, the Red Dot Award represent the most prestigious accolade in the realm of design and innovation. Organized by founder and CEO Professor Dr. Peter Zec, the Red Dot Award don't just acknowledge aesthetic appeal, but a standard of excellence in design. Designated via a rigorous selection process, Bugatti's win is synonymous with industry recognition — underlining the marque's innovation, creativity and desire to push the boundaries of design.

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