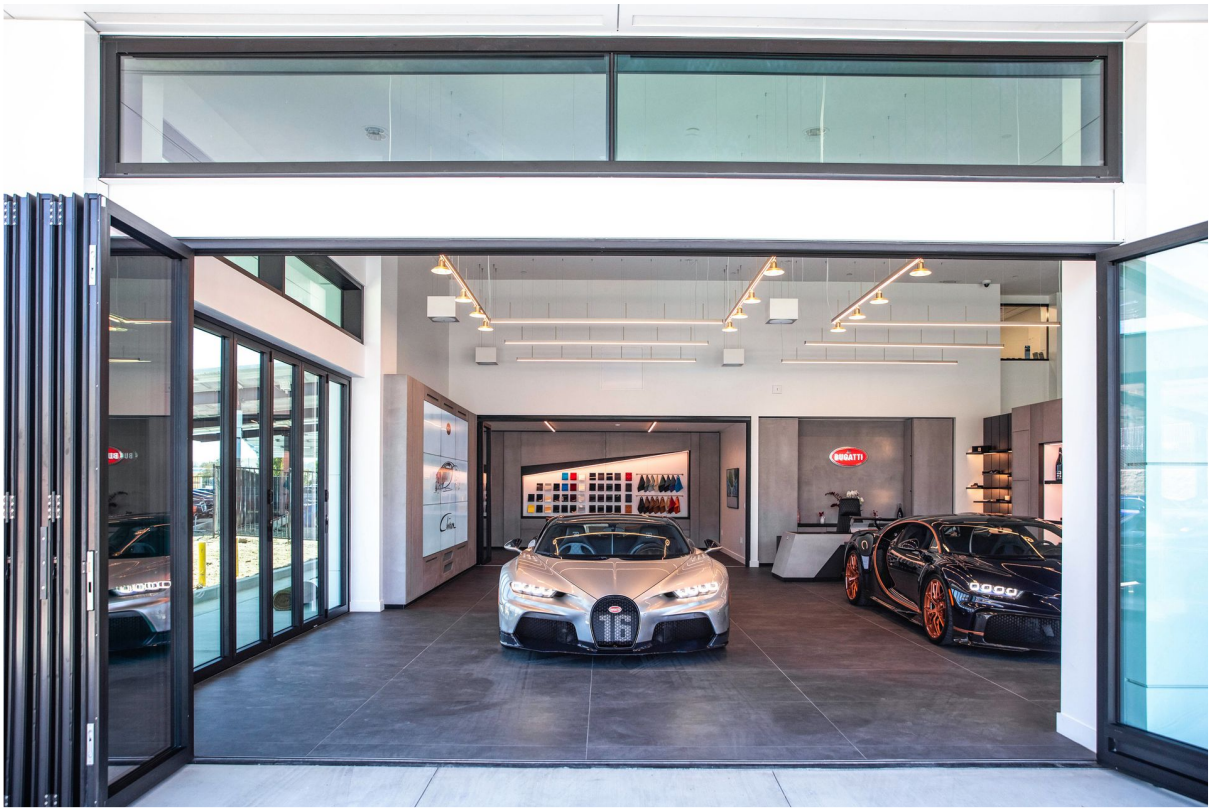
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# BUGATTI NEWPORT BEACH CELEBRATES GRAND OPENING OF NEW SHOWROOM



## The highly anticipated Orange County showroom is the first North American location to feature the French marque's new retail identity.

Today, Bugatti will unveil the brand's new showroom in Orange County with a ribbon-cutting ceremony to be attended by Chief Operating Officer of Bugatti of the Americas Cedric Davy. Led by Dealer Principal Pietro Frigerio, Bugatti Newport Beach is the first North American location to showcase the brand's new corporate retail identity, complete with a state-of-the-art configuration lounge.

2026 BUGATTI AUTOMOBILES S.A.S.

Bugatti Newport Beach broke ground on this 1,500-square-foot showroom and service center in 2019. During this time, the team has been providing the highest quality service to its Orange County clientele.

''Being one of the largest hypercar markets in the world, Orange County has a lot of potential to bring new customers to our iconic brand,'' said Cedric Davy. ''The team at Bugatti Newport Beach began working with the brand in 2019, and in just two years, they became the number two Bugatti dealer in the world in 2021, placing second for both global order intakes and the BUGATTI Sales Excellence Programme. This is an immense accomplishment, and a great sign of what is to come in the future. We are confident that the leadership at Bugatti Newport Beach will use their decades of experience working in the supercar business to further exceed expectations.''

The newest Southern California space features a sleek, modern design and open floorplan that expands beyond the walls to embrace the region's sunshine and seabreeze — the perfect backdrop for cocktails and conversations during one of the many year-round events hosted by the team at Bugatti Newport Beach.

Within the showroom, customers can explore the latest models, purchase Bugatti-branded apparel and accessories, and build their dream car in the configuration lounge. Customers can also have their vehicles serviced on-site by factory-certified Bugatti technicians.

''We are ecstatic to officially open the doors to our new Bugatti Newport Beach showroom,'' said Pietro Frigerio. ''Being one of the top retailers for the brand in 2021, we look forward to bringing the company's new retail environment to the Orange County community, and giving Bugatti clients and enthusiasts a piece of the Molsheim experience right here in the heart of Southern California car culture.''

In addition to viewing the new showroom, guests will be treated to a hand-rolling presentation by Payne Mason Cigars, personalized leather products from Royce New York, Carbon Champagne, as well as a display of ultra-luxury watches from Jacob & Co.

Bugatti Newport Beach is located at 44 Auto Center Dr, Irvine, CA 92618.

For more information, please visit https://www.partner.bugatti/newport-beach/.

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