BUGATTI OF THE AMERICAS' NEW PR AGENCY



Bugatti of the Americas today announced a new public relations agency of record, Los Angeles-based Extension PR. The agency will manage public relations for Bugatti in the United States and Canada effective immediately. Bugatti thanks its former agency, JMPR Public Relations, for its many years of support.
''To stay creative over such a long time is quite remarkable, which is why we want to thank JMPR for the long and successful partnership'', explained Bugatti Head of Communications Tim Bravo. ''New stimuli, however, are important to keep pushing ourselves for constant improvement — sometimes through a new partnership. We are convinced that Extension PR is the right partner for us moving forward and we are looking forward to being supported by Michael Haas and his team for the North American market.''

As legendary French automaker Bugatti celebrates its 110-year anniversary in 2019, Extension PR has been strategically selected to further strengthen the positioning of Bugatti as the manufacturer of the ultimate luxury super sports car. Activities will include communications strategy development tailored to the North American market, product

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and brand communications, press fleet supervision, media events planning and journalist relationship management.

Extension PR brings unparalleled knowledge in ultra-luxury corporate communications to Molsheim-based Bugatti, as well as a proven track record with global public relations initiatives for some of the world's most recognizable brands in the technology, entertainment, food/beverage, E-commerce and automotive industries.

Moving forward, the agency PR lead for Bugatti of the Americas will be Michael Haas, Managing Partner at Extension PR. He can be reached at mhaas@extensionpr.com.