

BUGATTI OPENS A NEW SHOWROOM IN PARIS



First showroom to feature the new corporate design of the French luxury brand

Bugatti opens a new showroom in the French capital — the first one to feature the new corporate design of the brand. The partner in Paris is the Groupe Schumacher, which has been in the automotive business since 1947, specializing on super and hyper sports cars since the turn of the century. Stephan Winkelmann, President of Bugatti, and Edouard Schumacher, CEO of Groupe Schumacher and co-founder of LS Group, officially opened the new showroom in Neuilly-sur-Seine in front of customers and media representatives. With this latest showroom opening, Bugatti now has 36 dealers in 17 countries.

“The exclusivity of our partner network and the high standards that we set for everyone at Bugatti, require us to be very strategic in our approach. We need to select only the key markets, and only the right partners”, explained Stephan Winkelmann. “Not only for us as a French manufacturer, Paris is a key market. It is the main hub for all national happenings and decisions in France. And we are absolutely confident that Groupe Schumacher is the right partner.”

“It’s a real honour for us to have been chosen by Bugatti to represent this iconic brand. We are particularly happy to be the first dealership in the world that proposes the new Bugatti visual identity”, states Edouard Schumacher. Beyond the will of sales volumes’ growth in mainstream and premium brands, Groupe Schumacher recently illustrated by its union with Groupe Lamirault to build LS Group, that it follows its diversification strategy in luxury brands, of which Bugatti is the flagship.

Bugatti’s new home in Paris is located in Neuilly-sur-Seine, at 181 Avenue Achille Peretti. The showroom is situated on the ground floor to offer high visibility towards the street for the customers, but also for passing-by enthusiasts. At the moment, they will be able to lay their eyes on a Chiron Sport¹ in visible full blue carbon, as well as a modern, technical, yet cozy new corporate design. It has been translated into every detail of the facility — the white Bugatti lettering outside, the homely furniture contrasting with the fair-faced concrete inside, or the big state-of-the-art power wall for customer configurations.

Just like the Bugatti hyper sports cars, the showroom also relied on manual craftsmanship rather than industrial production. Another parallel: while back home in Molsheim the Bugatti Atelier and Château are surrounded by wildlife with trees and fallow deer among others, the showroom in Paris extends its lounge area into an idyllic garden. “We envisioned a place where, in absolute discretion and confidentiality, we would be able to welcome our clients and give them a tailored service. A place in Paris where time stops”, concludes Edouard Schumacher.

This new showroom marks a return to Paris for Bugatti. Almost 100 years ago, Bugatti founder Ettore set up the brand’s first showroom in the Avenue Montaigne. Even though in 1909 he had chosen Molsheim in Alsace for his headquarters and production site, Ettore was drawn to Paris, the capital of the intellectual Avant-garde. It was here that some of his best clients lived or at least conducted business. Ettore spent an important part of his professional and private life in the French capital. Today, the spirit of Ettore Bugatti will live on in Neuilly-sur-Seine.

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