

BUGATTI OPENS DEALERSHIP IN HONG KONG



Bugatti has opened its first exclusive showroom in Hong Kong creating a dedicated sales representation for the French luxury marque in the Far East and Asia-Pacific region. A Service Center for customer cars will follow in the course of this year. Bugatti now has more than 30 dealer partners in 19 countries.

Bugatti's new address is located in the heart of the financial and business district of Hong Kong and reflects the company CI and design language of the super sports car maker. The representation covers two floors. On the ground floor an exhibition area of 80 square meters behind a curved glass window invites visitors into the world of Bugatti. The 90 square meter first floor houses the customer lounge and configuration area, where customers can create their new Bugatti. In order to make the decision-making process easier, the room is equipped with color and trim samples from Bugatti's almost boundless range of options. A trained sales person, who is in close contact with the sales team in Molsheim, is there to assist with the constantly growing customer requests for individualization. Bugatti's partner in Hong Kong is the Chinese entrepreneur Milesen Guo.

“Hong Kong is an important location for Bugatti,” says Dr. Stefan Brungs, member of the board of Bugatti Automobiles S.A.S. and in charge of Sales, Marketing and Customer Service, at the inauguration ceremony in Hong Kong on Thursday. “The new showroom gives us the opportunity to even better look after our customers, and in a more personal way. Our partner Milesen Guo has created a true jewelry box which is the perfect stage for our luxury brand. We very much thank Mr Guo for his commitment and look forward to the collaboration with him and his team.”

“A Bugatti is a moving piece of art,” says Milesen Guo, owner and General Manager of Bugatti Hong Kong. “It is a privilege to become a distributor of this fantastic brand. I am very honored to bring Bugatti to Hong Kong, to share the passion of Bugatti in Asia Pacific.”

“The Bugatti brand has seen another successful year in the Greater China region in 2013,” says Till Scheer, Bugatti Greater China Managing Director. “This is no doubt due to the dedication of our trusted partners and the favor of our customers for the brand as we recognise a huge fascination here for technological excellence combined with exclusivity and luxury. The new showroom in Hong Kong will be clear progress to meeting rising demand from our customers in this region.”

“Apart from the sales aspect the opening of Bugatti Hong Kong is also important for our customer service”, continues Stefan Brungs. “We are creating the conditions which help us ensure a perfect service to our customers in the region, which they rightly deserve locally.”

In addition to the showroom a 1,200 square meter Service Center will be opened in the coming months. It will serve as a hub for Bugatti’s Customer Care in the Far East. After its opening Bugatti Hong Kong will become a “Service Partner of Excellence” and is to support the marque’s global customer care network giving customers in the region the opportunity to have their cars serviced and maintained directly in Hong Kong.

Bugatti was founded more than 100 years ago in the Alsatian town of Molsheim and today belongs to the Volkswagen Group, which took over the rights to the brand in 1998.

Bugatti, staying true to its motto “Art, Form, Technique”, combines the artistic roots of its Italian founder with French savoir-vivre, and German engineering ingenuity. The development of the Bugatti Veyron represented one of the greatest technical challenges in automotive history. The success story began in 2005 with the Veyron 16.4, and in 2008 the open-top Veyron 16.4 Grand Sport pulled up alongside the 1,001 PS super sports car. Then, in 2010 the Veyron 16.4 Super Sport with 1,200 PS hit the road and in 2012 its roadster variant, the Veyron 16.4 Grand Sport Vitesse, followed.

Just recently Bugatti has sold the 400th Veyron. Since its launch, Bugatti has sold all coupés of the Veyron 16.4 and the Veyron 16.4 Super Sport that were limited to 300 as well as 100 of the planned 150 roadsters: the Veyron 16.4 Grand Sport1 and the Veyron 16.4 Grand Sport Vitesse2, leaving 50 models left to buy.

With the inauguration of Bugatti Hong Kong the French marque is now present in 19 countries.

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