

BUGATTI OPENS HAMBURG SHOWROOM WITH NEW DESIGN



The French super sports car brand Bugatti now has an exclusive outlet in Hamburg. Together with its sales partner, Kamps in Hamburg GmbH & Co. KG, Bugatti inaugurated an entirely redesigned showroom this week. The Bugatti brand world has floor space of almost 100 square metres and is located near Hamburg airport. The latest product of the luxury brand from Molsheim, the 1500 PS, 420 km/h Bugatti Chiron, now has an appropriate home in the north of Germany. Hamburg is Bugatti's fourth dealership in Germany with the new showroom design and its 12th in Europe. Bugatti has a total of 34 dealerships in 17 countries, four of which are located in Germany.

"The opening of the new Bugatti showroom in Hamburg completes the exclusive presentation of our dealerships in Germany. I am very happy about this new facility," says Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service. "Showrooms appropriate for the brand are reflected in sales performance. Germany has overtaken Great Britain and Switzerland and is now the number one

market in Europe,” Brungs adds. In total, 45 orders for the Chiron have been taken in Germany, representing 40 percent of all sales in Europe.

“Bugatti Hamburg has also been very successful with sales of the Chiron. I would like to thank our long-standing partner, Kamps in Hamburg, for the team’s excellent work and considerable personal dedication.” Since the launch of the super sports car, Hamburg has taken 10 orders for the Chiron.

The Kamps Group has been successful in the automobile business for more than 60 years and has become an expert in super sports cars and luxury vehicles. Kamps in Hamburg GmbH & Co. KG, a company which is a member of this group, has been an official dealer partner of Bugatti since 2009.

“The extremely positive cooperation with Bugatti over the past few years and the results achieved have reinforced our decision to open an exclusive showroom in Hamburg for the super sports cars from Molsheim,” says Ronald Ludwig, Managing Director of Bugatti Hamburg. “It is a great honour for us to be able to present the world of this extraordinary brand with its history of more than 100 years to our demanding customers at a new address.”

The new showroom in Hamburg gives customers and guests an impression of the Bugatti brand values of “Art, Forme, Technique” and the flair of the company’s headquarters in Molsheim. There is a heritage section devoted to the Bugatti brand values. Three wall-mounted steles each express one of these values. Each stele has a monitor for showing films and animations that give an impressive presentation of the respective brand value.

The lounge area is equipped with furniture from the Bugatti Home Collection designed especially for the brand’s new showrooms. The organically shaped armchairs are made from the finest leather and blue carbon fibre, high-quality materials with complex processing that are also used for the production of a Bugatti super sports car. The sides are decorated by the EB logo.

A curving white brand wall sets the stage for the star of any Bugatti showroom — the Chiron, the world’s most powerful, fastest, most luxurious and most exclusive production super sports car.

SHOWROOM ADDRESS:

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Opening hours: Mondays to Fridays: 9.00 a.m. — 6.00 p.m. and by individual appointment