

# BUGATTI OPENS NEW SHOWROOM IN GSTAAD



- Bugatti Gstaad is the second showroom in Switzerland with the new brand design, following Zurich
- With an area of 150 square metres, Bugatti Gstaad is one of the brand's largest showrooms in Europe
- More than 10 orders for the Chiron have been received from Switzerland
- The Bugatti Chiron can be viewed in the new showroom up to the beginning of 2017

In good time for the festive season, a new Bugatti showroom is being opened today. Located in the centre of the famous Swiss mountain resort of Gstaad, the showroom is one of the brand's largest in Europe, with an area of 150 square metres. Bugatti Gstaad is the 13th Bugatti showroom in the world to feature the new, award-winning brand design. Bugatti's sales partner in Gstaad is Pichler GFG AG. In Switzerland, Bugatti has a total of three dealerships, in Geneva, Gstaad and Zurich. Bugatti is presenting its 1,500 PS super sports car, the Chiron<sup>1</sup>, in Gstaad for the first time. The Chiron can be viewed in the new showroom during the festive season up to the beginning of next year.

"As one of the luxury hotspots in the Swiss Alps, Gstaad is an ideal location for a Bugatti showroom," said Guy Caquelin, Regional Director for Europe & Russia of Bugatti Automobiles S.A.S., at the official inauguration of the new facility. "Here, we find an international clientele

that appreciates the discreet luxury of traditional European brands throughout the year. We would like to thank our partner, Pichler GFG AG, for their outstanding commitment and are very pleased to see that the Bugatti brand and our new product, the Chiron, are now represented in appropriate surroundings in Gstaad.”

More than 10 of the over 200 advance orders received for the Chiron to date have come from Switzerland. Traditionally, Switzerland is one of Bugatti’s most important markets in Europe, together with Germany and the UK. 10% of the 450 Bugatti Veyron super sports cars sold throughout the world are in the hands of Swiss customers.

Othmar and Erich Pichler, proprietors of Pichler GFG AG / Bugatti Gstaad, said during the inauguration: “We are extremely proud to have represented the Bugatti brand since 2010. Thanks to the new Bugatti brand design the showroom here in Gstaad has become the perfect address for our customers and guests. It gives visitors the feeling they are visiting Bugatti even though they are not in Molsheim. With the presentation of the Chiron we are opening a new chapter in our successful cooperation with this great brand.”

Brothers Othmar and Erich Pichler established Pichler GFG AG in 1988. For more than 25 years, the Pichler name has stood for sales and service expertise in the field of premium and luxury automobile brands in Gstaad. Pichler GFG AG has been an official Bugatti partner in Switzerland since 2010.

Bugatti’s new showroom in Gstaad has an area of 150 square metres and is a further example of the successful implementation of the brand identity in showroom design, for which Bugatti won an award from the German Design Council in this year’s Automotive Brand Contest and other International prizes.

The Chiron is on show in Gstaad for the first time and can be viewed from 22 December through the festive season to the beginning of 2017.

## **DEALER’S ADDRESS:**

Bugatti Gstaad Gsteigstrasse 182 CH- 3784 Feutersoey/Gstaad [info@bugattistaad.ch](mailto:info@bugattistaad.ch)

## **OPENING HOURS:**

Monday: Friday: 7:30 a.m. — 12:00 noon and 1:30 p.m. — 6:00 p.m. Saturday: 9:00 a.m. — 4:00 p.m. and by individual agreement

## **CONTACT PARTNER:**

Othmar Pichler Phone +41 33 755 80 88 E-Mail: [othmar.pichler@bugattigstaad.ch](mailto:othmar.pichler@bugattigstaad.ch)