

# BUGATTI OPENS SHOWROOMS IN MANHATTAN AND MIAMI WITH NEW BRAND DESIGN



Thursday night, Bugatti celebrated two premieres: The dealer partners of the French super sports car brand in New York City and Miami, Manhattan Motorcars and Braman Motors, opened the first showrooms in the world with the new brand design developed by Bugatti for its dealers. At the same time, Manhattan Motorcars moved to an attractive new location on Manhattan's West Side, only a few blocks south of Central Park. In the near future, other locations around the world will present the new brand design as well. Currently, Bugatti has 27 dealers in 13 countries.

"North America is a very important market for Bugatti. About a quarter of our Veyron series, which is sold out, is located in North America and customers here are showing phenomenal

interest in the next Bugatti super sports car. Its development is running at full speed," said Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing, Customer Service and Brand Lifestyle, at the inauguration of the new showroom in Manhattan. "Our new showroom design impressively demonstrates the success of our brand at our dealer locations. This is a fundamental investment in the future of the brand."

Maurizio Parlato, Chief Operating Officer (COO), Bugatti of The Americas, honored the commitment of the dealers in his region: "Bugatti is the world's most exclusive super sports car brand. Our partners are proud to be the first to have implemented our new showroom design. They have demonstrated tremendous passion and enthusiasm for Bugatti as well as strong confidence in the brand."

Bugatti Manhattan has a showroom area of 92 m<sup>2</sup> (almost 1,000 sq ft) at 711 Eleventh Avenue. Bugatti Miami now has a showroom with an area of 240 m<sup>2</sup> (almost 2,600 sq ft) at its well-known address at 2060 Biscayne Boulevard.

The new showroom concept was developed to provide visitors to dealerships throughout the world with the special brand experience that customers and guests enjoy at Bugatti's headquarters in Molsheim, France. The newly designed Bugatti showrooms are easy to recognize; the contemporary presentation is dominated by blue, Bugatti's brand color, with distinctive lines and clear surfaces reminiscent of Bugatti super sports cars.

"Our showroom concept allows people to experience our brand values Art, Forme, Technique and projects the flair of Molsheim into the world," Stefan Brungs explains. "We have created an exclusive and luxurious atmosphere for customers, focusing on the technical fascination of our brand and on its long and impressive tradition."

There is a heritage section devoted to the brand values of Bugatti. In Manhattan and Miami, three wall-mounted steles each highlight one of the three facets. Each stele has a monitor with films and animations presenting the brand value concerned. The digital content is underscored by impressive exhibits in a presentation area.

Product information and presentations as well as highlights from the history of the Bugatti marque can be called up on a horizontal communication strip running along the wall. In addition, customers can configure their new Bugatti here. The whole system can be controlled intuitively from an iPad or tablet after customers have taken a seat in the comfortable lounge area. The lounge features furniture from Bugatti Brand Lifestyle designed especially for the brand's new showrooms. The customized, authentically-shaped armchairs are made from the finest leather and blue exposed carbon fiber with high-grade materials and workmanship like those used for a Bugatti super sports car. The sides are decorated by the EB logo.

A white brand wall with sweeping curves and adaptable background lighting with Bugatti's red oval logo, the so-called macaron, forms the backdrop for the star of each showroom — the world's most powerful production super sports car.

Further showrooms are due to open in Munich, Monaco and Tokyo over the next few months. With 27 dealers in 13 countries, Bugatti is now a global player.

Showroom addresses: Bugatti Manhattan — Manhattan Motorcars, 711 Eleventh Avenue, New York, NY 10019 Bugatti Miami — Braman Miami, 2060 Biscayne Boulevard, Miami, FL 33137

