

BUGATTI OPENS TORONTO SHOWROOM WITH NEW BRAND DESIGN



- First dealer in Canada with new showroom design of French super sports car brand
- Dealer moves to new address in Toronto
- Maurizio Parlato, COO Bugatti of The Americas: "We are very pleased to have our new Bugatti showroom in this state-of-the-art facility, in the heart of Toronto where there is a great passion and automotive culture."

Bugatti has a new address in Toronto. The French super sports car brand's sales partner in the East of Canada, Grand Touring Automobiles, recently inaugurated a new showroom with the new CI design developed by Bugatti for its dealers. The dealer also took this opportunity to move to a new address not far from the centre of the metropolis on Lake Ontario. Work is in progress on further showrooms in North America with the new brand design. All in all, Bugatti currently has 34 dealers in 17 countries, including two in Canada.

“North America is an extremely important market for Bugatti. About a quarter of the vehicles we sell go to this region,” said Maurizio Parlato, Chief Operating Officer (COO) Bugatti of The Americas, at the inauguration of the new facility in Toronto. “The Bugatti Chiron¹ has been very well received in Canada, representing approximately 10 percent of the North American orders.”

Parlato praised the dedication shown by the dealer: “Bugatti is the world’s most exclusive super sports car brand. The investment in this new showroom demonstrates our partner’s considerable passion and enthusiasm for Bugatti as well as their strong confidence in the brand. We are very pleased to have our new Bugatti showroom in this state-of-the-art facility, in the heart of Toronto where there is a great passion and automotive culture. I would like to thank the team of Grand Touring Automobiles for their fantastic commitment.”

Grand Touring Automobiles’ history in Canada’s largest city dates back to the 1960’s and was purchased nine years ago by current ownership. The company currently represents eight automobile brands, including a number of renowned premium and luxury marques. Grand Touring Automobiles has been Bugatti’s official dealer partner in the East of Canada since 2013.

Paul Cummings, Dealer Principal and CEO, emphasized his company’s pride in representing Bugatti. “Our team is very proud that we have been able to open this brand-new showroom which is devoted entirely to Bugatti. It is a special honour for us to receive our demanding customers and other guests here. With the new Chiron, Bugatti has once again confirmed its undisputed mastery. As a sales partner, we are very pleased to count this unique super sports car as part of our portfolio.”

Bugatti Toronto will be at home at 777 Dundas Street East in a showroom with an area of 73 m² (785 sq. ft.). A sweeping white brand wall with adaptable background lighting dominated by a radiant Bugatti macaron sets the scene for the lounge 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. The lounge features furniture from the Bugatti Home Collection designed especially for the brand’s new showrooms. The customized, authentically-shaped armchairs are made from the finest leather and blue exposed carbon fibre with high-grade materials and workmanship like those used for a Chiron. The sides are decorated by the EB logo.

There is also 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 digital content is underscored by exhibits. 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 colour, with distinctive lines and clear surfaces reminiscent of Bugatti super sports cars.

DEALER’S ADDRESS:

Bugatti Toronto Grand Touring Automobiles 777 Dundas Street East Toronto, ON M4M 0E2

Opening hours: Showroom: Monday - Thursday: 9:00am - 8:00pm Friday: 9:00am - 6:00pm
Saturday: 9:00am - 5:00pm and by individual appointment

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