BUGATTI REOPENS NEWLY DESIGNED SHOWROOM IN LONDON



- It is the first dedicated Bugatti showroom to be opened in the UK
- Bugatti to continue successful partnership with dealer partner H.R. Owen
- New showroom in Mayfair will be the only place in the UK to view and order the new Bugatti Chiron

Today, Bugatti is celebrating the reopening of its London showroom. The address in Mayfair which has been established for several years has now taken on a new shine. Bugatti's long-term partner in the United Kingdom, H.R. Owen Bugatti, has had the showroom, which is exclusively devoted to the French luxury brand from Alsace for the first time, completed in the new Bugatti brand design. This is the first dedicated Bugatti showroom to be opened in the UK and will be the only place in the UK to view and order the new Bugatti Chiron[1].

2026 BUGATTI AUTOMOBILES S.A.S.

The showroom is located on Bruton Street in Mayfair, adjacent to H.R. Owen's famous Bentley dealership — Jack Barclay and other dealerships of the company and delivers the perfect environment in which to view the new Bugatti and discuss personalisation options with the factory trained team. It allows customers a private and secluded buying experience, out of view from the outside world, and allows them to get up close with the car.

The showroom features the very latest Bugatti branding, with the legendary Bugatti blue playing a prominent part in the modern and clean styling around the room. H.R. Owen Bugatti is furnished with items from the recently launched Bugatti Home Collection. The specially designed armchairs are made using the finest leather and blue carbon fibre, the same high-spec materials that feature in Bugatti's cars. As well as the present and future, the showroom will also reflect Bugatti's history and heritage, with a selection of art installations and sculptures that celebrate the brand beyond the cars. H.R. Owen Bugatti is more than just a car showroom, and is designed to convey a shared passion for the Bugatti brand and everything it stands for.

The launch of the new showroom is an important moment for both Bugatti and H.R. Owen, with senior figures from both companies present at the official opening. Dr Stefan Brungs, Member of the Board of Bugatti Automobiles S.A.S. for Sales, Marketing and Customer Service, and Anita Krizsan, H.R. Owen Bugatti Brand Director, cut the ribbon to inaugurate the new dealership.

Dr Stefan Brungs said: ''London is one of the most important locations for Bugatti worldwide. Many of our current customers love this city and have a residence here. The launch of H.R. Owen Bugatti means that we are now able to serve our exclusive clientele in a perfect setting. With the expert and experienced team at H.R. Owen, we know that customers in London and from the rest of the UK will be wonderfully looked after right from the very start of their ownership experience.''

About 65 Bugatti Veyrons are currently owned by customers in the United Kingdom and about 15 orders for the Chiron have been received from this country so far. Since the start of cooperation with Bugatti in 2006, H.R. Owen Bugatti in London has always been one of the top performers in the super sports car manufacturer's dealer network.

Anita Krizsan said: ''The Chiron is the greatest car in the world, and it is only right that it has a showroom that reflects that. We aim to deliver the most exclusive, most luxurious and most bespoke service of any car dealership in the world.''

''At H.R. Owen we are proud to have been chosen to be the only Bugatti dealership in the UK, and the first standalone showroom in the history of the brand in the country. This is truly a reflection of our standing as the premiere luxury car dealer group in the UK.''

BUGATTI LONDON ADDRESS:

H.R. Owen Bugatti 18-20 Bruton Street London W1J 6QB Tel. +44 (0) 207-907-8740 Opening Hours: Monday — Friday 9.00 — 18.00 hrs Weekends by appointment only

ABOUT H.R. OWEN

H.R. Owen is Britain's leading luxury motor dealer group, dealing with some of the world's most sought-after premium car brands. The H.R. Owen Group not only operates in sales and service of premium luxury cars, but it also offers a number of related divisions across all brands including Chauffeur Drive, Insurance Services, Classic Cars and Luxury Hire. The H.R. Owen flagship dealership, Jack Barclay, has been operating in Mayfair since 1927 and although traditionally just a London-based business, the company now has locations in five counties in addition to their six London showrooms — Cheltenham (Gloucestershire), Pangbourne (Berkshire), Byfleet (Surrey), St. Albans (Hertfordshire) as well as Stockport (Greater Manchester).

USEFUL LINKS

H.R. Owen website — www.hrowen.co.uk H.R. Owen Classic Cars — www.hrowen.co.uk/classic-cars H.R. Owen Insurance - www.hroweninsurance.co.uk H.R. Owen Luxury Hire - www.hrowen.co.uk/luxury-hire H.R. Owen Chauffeur Drive www.hrowen.co.uk/chauffeur