BUGATTI REWARDS ITS ENTRUSTED GLOBAL PARTNER NETWORK



For Bugatti, 2023 proved to be a period of growth and evolution in preparation for 2024, a pivotal year in the brand's history. To further elevate its success, Bugatti is relying on its unrivaled network of sales and aftersales partners to help strengthen its presence and service level worldwide, guaranteeing a peerless ownership journey for the customer no matter where that touchpoint is based.

To recognize the exceptional work and dedication of its extended sales and aftersales teams, Bugatti has revealed the best-performing partners for 2023. The Sales Excellence and Service Excellence programs reward the teams and individuals that place customers at the center of their attention, delivering unmatched service befitting of the Bugatti brand.

2026 BUGATTI AUTOMOBILES S.A.S.

Hendrik Malinowski, Managing Director at Bugatti Automobiles, added: ''At Bugatti, we are dedicated to building top-tier hyper sports cars and offer unrivaled moments to our customers. It is important that the service delivered by our partners reflects this attention to detail and unparalleled dedication, providing an incomparable customer experience to our discerning clientele no matter the location and the step in their customer journey. That's why we proudly recognize our top-performing partners through the Sales Excellence and Service Excellence programs. These partners perfectly embody our core values, and their exceptional performance ensures that the Bugatti ownership experience continues to be beyond comparison.''

THE 2023 BUGATTI SALES EXCELLENCE PROGRAMME — EVAN CYGLER AND BUGATTI GREENWICH NAMED AS WINNERS

Placing a spotlight on the exceptional sales talent across Bugatti's network of partners and celebrating outstanding contributions to the marque, Bugatti has crowned the global winner of the Bugatti Sales Excellence Programme. This year again appointing Bugatti Greenwich Brand Manager Evan Cygler, who claimed his third consecutive win, further underlining his remarkable achievements and demonstrating his passion for the brand.

Cygler not only showcased extreme dedication to designing incomparable experiences and interactions for his customers, but also played a crucial role in helping them create their dream cars. In 2023, for example, he followed the development of the unique Chiron Super Sport[1] 'Golden Era,' working with the customer and the Sur Mesure team, to ensure that the illustrious work of art was brought to life. But 2023 was also the start of the configurations for the unique modern day Bugatti roadster, the Mistral[2], and the track-only Bolide[3], which will soon enter production in the Molsheim Atelier.

As an acknowledgement for his performance in 2022, Evan Cygler was given a once-in-a-lifetime opportunity, that he shared with some of his customers, to realize a feat that few owners have ever achieved — taking a Chiron Super Sport past the 400 km/h barrier at Space Florida's Launch and Landing Facility at the Kennedy Space Center in Florida.

Evan Cygler, said: ''It is really unbelievable to have been named 'Best-Performing Brand Manager' for the third time in a row. I really want to thank the Bugatti brand for its trust. The love I share with my customers for Bugatti and its unrivalled hyper sports cars is my daily driving force. Going above and beyond to hone truly unique experiences for them and help them to realize their wildest dreams is where my dedication lies.''

Attached to the brand's legacy, Cygler, like other brand partners, also focused on making sure pre-owned Veyrons and Chirons found new owners in 2023. Through a combination of personalized service, attention to detail, and a deep understanding of the unique qualities of these automotive masterpieces, Cygler diligently assisted the change of ownership, ensuring that each new customer enjoyed a smooth journey.

BUGATTI ZURICH AWARDED THE 2023 'BUGATTI GLOBAL SERVICE PARTNER OF THE YEAR' TITLE

With nearly 1,000 Bugatti cars now in circulation, servicing and maintenance have become a core focal point for the brand, making customer service a vital component in Bugatti's ongoing efforts to uphold unparalleled standards. Commending the best of these service partners, Bugatti has handed out three regional Service Excellence Awards — one for North America, another for Europe, and a third for the Middle East and Asia. Furthermore, a global title has been awarded to the partner demonstrating the highest performance worldwide, selected from the three regional winners.

For the 2023 period, Bugatti Broward was given the coveted title of 'Regional Best Performing Bugatti Service Partner' in North America, while Bugatti Zurich secured the top spot in Europe, and Bugatti Dubai received the title of best performing partner for the Middle East and Asia region.

Reflecting the exacting standards of Bugatti's design, engineering, and assembly, the maintenance of these extraordinary vehicles requires the expertise of extensively trained specialists. Equipped with state-of-the-art bays boasting cutting-edge technologies, the latest diagnostic equipment, and expert professionals trained in Molsheim, these three facilities stand at the vanguard of customer care, making sure each Bugatti customer feels special and unique. These accolades celebrate the teams that excel beyond comparison, cultivating such reliable connections with customers that they elevate the Bugatti ownership journey to unprecedented heights.

As recognition of its ability to create a special bond with Bugatti customers and take care of their cherished cars, the European winner Zurich was also named the worldwide award winner, becoming 'Bugatti Global Service Partner of the Year' for a second successive year. The epitome of excellence in aftersales care, Zurich stands out in enriching the Bugatti ownership process, anticipating owners needs and delivering a precise service with a high level of dedication and attention to detail that is worthy of a brand dedicated to ultimate luxury. At Bugatti, sales and aftersales collaborate seamlessly throughout the entire ownership journey to offer unsurpassable customer service.

Eligio Camiña, Bugatti Zurich Brand Manager and Aftersales Manager, said: ''It is an honor to be chosen as the world's best-performing Bugatti service partner — we are so proud to be part of Bugatti's global network, and to contribute to the brand's continued success. This recognition is credit for all the hard work from the entire team here, but we will continue to push on and consistently provide the highest level of service to our loyal Bugatti customers.''

Embracing the same philosophy that is rooted with the brand, Bugatti and its global network of partners trust that the smallest detail can have the biggest impact — 'Power is in the small details'. On this basis, the brand is constantly refining its customer service network, adding innovative facilities to ensure that Bugatti remains at the automotive pinnacle.

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