BUGATTI SHINES IN DUBAI

This week, French hyper sports car manufacturer Bugatti and Al Habtoor Motors Bugatti UAE proudly presented the one-off, "La Voiture Noire"*, at an exclusive event in Dubai. It was only the second time the automobile was shown after its successful world premiere at Geneva International Motorshow 2019 earlier this month. The Bugatti Chiron Sport[1] also premiered on the sandy roads of Dubai as it could be offered for customer test drives for the very first time. The Al Habtoor Polo Resort and Club in Dubai served as the perfect setting for the exclusive presentation, as well as a departure point for the test drives.
"The Middle East has always been a very important region for Bugatti. We consider ourselves lucky to have so many customers in the region that are so passionate about our brand", explained Bugatti President Stephan Winkelmann. "Therefore, it was a pleasure to present our 'La Voiture Noire' here in Dubai together with our partner Al Habtoor Motors Bugatti UAE, to spend some quality time with our customers and also with the local and regional media."

Cliff Doyle, Brand Manager of Bugatti UAE, added: „We at Al Habtoor Motors Bugatti UAE are honoured to have been able to host the Middle East Premier of ‚La Voiture Noire' - a truly one-off piece of automotive art which demonstrates exciting times ahead for Bugatti. We are extremely proud to be the official partner of Bugatti in the UAE and to be an integral part of its modern history."

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Established in 1983, Al Habtoor Motors Bugatti UAE has earned an enviable reputation for delivering first class motoring experience for its customers. The company has been the official dealer partner of the French luxury brand for the United Arab Emirates since 2006 and a Bugatti Service Partner of Excellence since 2013.