

# BUGATTI SHOWROOM IN ZURICH OPENS WITH NEW BRAND DESIGN



- Award-winning showroom design is introduced to Switzerland
- With an area of up to 120 sq. m, Bugatti Zurich is one of the brand's largest dealerships in Europe
- First appearance of the Bugatti Chiron in Zurich
- Switzerland is traditionally a strong market for Bugatti

Bugatti continues with the introduction of its award-winning showroom design. Today, the French super sports car brand opened its re-designed dealership in Zurich at the well-known address in Glattpark near the airport. Since 2005, Bugatti's sales partner Zurich has been Schmohl AG. Bugatti Zurich is the first dealer location in Switzerland and the eighth in Europe with the new showroom design. With an area of up to 120 square metres, Bugatti Zurich is now one of the brand's largest locations in Europe. In total, Bugatti currently has 34 dealers in 17 countries, including 12 in Europe, with three in Switzerland.

“Switzerland is traditionally a very strong market for Bugatti”, said Guy Caquelin, Regional Director for Europe & Russia with Bugatti Automobiles S.A.S, on the occasion of the inauguration ceremony. “In Switzerland, many luxury brands are at home and a high value is placed on exclusive luxury products and perfect craftsmanship. This is why we are very pleased to open our showroom in Zurich, the first location in Switzerland with the new Bugatti brand design, and to forge ahead with the Chiron<sup>1</sup>. We would like to thank our partner, Schmohl AG.”

Together with Germany and the United Kingdom, Switzerland is one of Bugatti’s most important markets in Europe. 10 percent of the 450 Veyron super sports cars sold throughout the world were purchased by customers in the country. Bugatti’s latest model, the Chiron, has also been very well received here; more than 10 orders have been placed by customers in Switzerland so far.

Christoph Haas, General Manager Schmohl AG / Bugatti Zurich, said: “The inauguration of the new Bugatti showroom in Zurich is a milestone in the history of Schmohl AG and represents our confidence in and loyalty to the Bugatti brand. We are very pleased to present the Bugatti Chiron to our customers and guests in Zurich for the first time on this special occasion. This is the perfect start to the next stage in our joint future with Bugatti.”

Bugatti’s new home in Zurich has an area of about 120 square metres and is a further example of the successful implementation of Bugatti’s brand identity in its showroom design, which recently won a design award from the German Design Council in the Automotive Brand Contest.

“With the new Bugatti showroom, which is characterised by high-grade materials and especially attractive design elements with the Bugatti DNA, we will be in a position to represent the brand in accordance with its market positioning,” Haas continued.

Schmohl AG, established in 1923, is one of the oldest and most highly renowned distributors of luxury automobile brands in the Zurich area. The company has been an official Bugatti partner in Switzerland since 2005.

## **DEALER’S ADDRESS:**

Bugatti Zurich Stinson-Str. 2 CH-8152 Glattpark [info@schmohl.ch](mailto:info@schmohl.ch)

## **OPENING HOURS:**

Monday — Friday: 8:00 a.m. — 6:30 p.m. Saturday: 9:00 a.m. — 4:00 p.m. And by individual appointment

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