BUGATTI UNITES ITS GLOBAL NETWORK OF DEALERS FOR THE WORLD PARTNER MEETING 2023



Since the creation of the brand by Ettore Bugatti in Molsheim, Bugatti has always pushed the boundaries of luxury and innovation and continuously increased its customer base internationally. Last week, the company brought together its global network of partners to give them the opportunity to connect further with the brand and the Molsheim team while emphasizing the prospect of an exciting future.

2026 BUGATTI AUTOMOBILES S.A.S.

Hosted at the home of Bugatti design and engineering in Berlin, the World Partner Meeting 2023 gathered 36 dealers — among them four brand new partners and six 'Partners of Excellence'— from across the globe to reinforce the close relationship that defines the Bugatti family. The brand managers have been entrusted to embrace the brand's ethos to craft the most extraordinary customer journeys worldwide. Working hand-in-hand with the Bugatti team, they act as brand ambassadors and are well versed in matching the world-class values of the brand. The World Partner Meeting highlighted the key role played by Bugatti partners worldwide. Whether it is personally accompanying a customer to the home of Bugatti at the Château Saint Jean in Molsheim, welcoming a customer into their state-of-the-art showroom or arranging for a customer to take part in unique Bugatti-curated experiences, Bugatti partners are fully committed to realizing incomparable interactions with customers and future clients.

Thus, the Bugatti World Partner Meeting 2023 offered a platform to collectively share an overarching passion for the brand, ensuring the dealer network endorses the common values upon which Bugatti was founded over 100 years ago. It's these core values that make it an iconic brand today with incomparable hyper sports cars that are seen as true pieces of art.

Extreme attention to detail and the pursuit of perfection have been in the brand's DNA since Ettore formed the company. The standard of service and performance across the global Bugatti network is intended to be no less than extraordinary so that all customers are assured that the entire Bugatti ownership experience — from the very first showroom interaction through to the servicing of a car— will be unmatched and everlasting.

By 2026, more than 1,200 Bugatti hyper sports cars will be driving on roads worldwide, which puts servicing and maintenance as a core focal point for the brand. Following a development mantra for its hyper sports cars that recognizes the smallest detail can have the biggest impact, the brand underpins the importance of constantly evolving its aftersales network along with cutting-edge facilities to ensure that each and every step of owning a Bugatti is incomparable.

The continuous refinement of the Bugatti partner and aftersales network, coupled with extensive training with the experts in Molsheim, guarantees a peerless and serene ownership journey no matter where in the world the touchpoint is based.

Bugatti Rimac CEO, Mate Rimac, welcomed the brand's esteemed partners along with Bugatti President, Christophe Piochon and Hendrik Malinowski, Bugatti's Managing Director. Supported by a high-level team of Bugatti representatives, they proudly reviewed the brand's collective 2023 achievements and successes, referencing to the sale of the unique Chiron Profilée[1] — the most expensive brand-new car sold at auction; the dynamic 400 Drive experience at Space Florida's Launch and Landing Facility, located in Kennedy Space Center; and the Bugatti Grand Tours in both the USA and Europe — carefully curated experiences incorporating unparalleled driving adventures for the Bugatti community. Extending its arc as one of the world's foremost luxury brands, Bugatti International showcased trailblazing plans earlier this year with the unveiling of the first Bugatti Residences by Binghatti a ground-breaking real estate development in the heart of Dubai.

Underscoring the brand's vision and ambition for the future, Bugatti outlined next year's agenda that will include the start of production for the W16 Mistral[2] and the Bolide[3], Bugatti's track-only hyper sports car, as well as further exciting projects to be unveiled in 2024.

The meeting in Berlin was the perfect platform and occasion for the company to announce the appointment of four new dealers that further expands and strengthens the Bugatti brand around

the globe. Covering the regions of Baku, Hong Kong, Mexico City and Osaka respectively, the new brand ambassadors took the opportunity in Berlin to learn first-hand about the rich history and heritage of Bugatti while tapping into the passion and emotion that envelopes the brand — essential learnings for the new trusted points of contacts for Bugatti customers.

The addition of four new partnerships in Europe, Asia and the Americas, embodies Bugatti's continuous effort to consolidate its network in locations where customers have shown a great interest.

> "The Bugatti World Partner Meeting 2023 was a remarkable success. This reunion is very important to us, as it not only celebrated the collective achievements of the international Bugatti family, but also underlined the profound benefits of our ongoing efforts to strengthen our already highly established dealer network. Bugatti partners are the main touchpoint to the customer, and it is crucial that they fully understand the brand's history and vision but also that they share our passion and dedication so that they can deliver an unparalleled experience that reflects Bugatti's unwavering commitment to go beyond all expectations."
>
> HENDRIK MALINOWSKI
> MANAGING DIRECTOR OF BUGATTI AUTOMOBILES

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com