

# BUGATTI UNVEILS CHIRON IN TAIWAN



- Bugatti Taiwan's new showroom opens its doors with the premiere of the Chiron
- Bugatti facility in Taipei resplendent in new brand design
- First highlight in cooperation with dealership partner Yun San Motors
- Importance of Far East for Bugatti continues to grow with the Chiron

Today, Bugatti presented its Chiron<sup>1</sup> to the in Taipei. On the occasion of the premiere of the world's most powerful, fastest, Taipei public most exclusive and most luxurious production super sports car in Taiwan, Bugatti's official partner in Taiwan, Yun San Motors, took the opportunity to inaugurate its Bugatti showroom in Taipei. The exclusive home of the Chiron in the Taiwanese capital features the new showroom design of the French luxury brand. Bugatti Taipei is the only Bugatti showroom in Taiwan. All in all, Bugatti has 34 dealers in 17 countries, including three in the Far East. With the introduction of the Chiron, the importance of this region as a sales market for Bugatti continues to grow.

"The inauguration of this exclusive showroom here in Taipei and the premiere of the Chiron in Taiwan are the perfect start to successful cooperation between Bugatti and Yun San Motors," said Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S.

responsible for Sales, Marketing, and Customer Service, on the occasion of the unveiling of the 1500 PS super sports car in the new Taipei showroom. "Our dealership partner has created an outstanding platform for the Chiron and an exclusive brand world where our demanding customers and guests can feel at home. These are outstanding conditions for the launch of the Chiron in Taiwan."

Timothy Chang, Chairman of Yun San Motors, expressed his satisfaction with the partnership with Bugatti: "The inauguration of the new Bugatti showroom is a further milestone for Yun San Motors. As experienced specialists in sales of premium and luxury automobiles, we are proud to be able to represent this special brand in Taiwan and also to show the Chiron for the first time."

"We are extremely well-positioned to present the Bugatti brand to our guests in an exclusive, unique atmosphere which they could otherwise only experience at Bugatti's headquarters in Molsheim," Timothy Chang added.

Bugatti Taiwan is located in the district of Neihu, the trading and technology centre of Taipei, where many other premium and luxury automobile brands also have facilities.

The showroom, which has an area of about 80 m<sup>2</sup> and is decorated in the shade of blue that is typical of Bugatti, is characterised by pronounced lines and clear surfaces. Exhibits explain 1 BUGATTI

the impressive technical details of the Chiron. Product information and highlights from the history of the Bugatti marque can be called up on a communications strip running along a curved white wall. In addition, customers can configure their new Bugatti in a comfortable lounge featuring furniture from the Bugatti Home Collection.

The showroom also has a small lifestyle section with clothing and accessories from the Bugatti Lifestyle Collection.

Yun San Motors was established in 2007 and is a renowned expert in the sale and servicing of luxury automobiles in Taiwan. The company has been Bugatti's official dealer in Taiwan since 2015.

## **ADDRESS OF BUGATTI TAIPEI:**

238 Sec 1 Neihu Road 114 Taipei Taiwan

## **OPENING HOURS:**

Monday — Saturday: 10.00 a.m. — 6.00 p.m. and by individual appointment

## **CONTACT:**

Kriss Chang Sales Specialist Bugatti Taipei Phone: +886 910 080 001

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<sup>1</sup>Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G