

CEDRIC DAVY, NEW COO OF BUGATTI OF THE AMERICAS



Maurizio Parlato resigns after six years to focus on new endeavours

With effect immediately, Cedric Davy is the new Chief Operating Officer at Bugatti of the Americas. He will report to the Bugatti headquarters in Molsheim. In this function, Davy succeeds Maurizio Parlato, who after six years with the French hypercar manufacturer resigned from the company for personal reasons.

“We want to thank Maurizio Parlato for his work and dedication. Over the last six years he has been a valuable and highly respected colleague in our organization, and of course we wish him only the best for his new endeavors”, stated Christian Mastro, Bugatti Board Member for Sales, Marketing, Customer Service and Licensing. “In Cedric Davy we have the ideal replacement from within Bugatti of the Americas. With his experience in the industry in general and with Bugatti in particular he will be up to speed in no time.”

Cedric Davy looks back on nearly 20 years of luxury and super sport automotive experienced having worked for Lamborghini, Ferrari and McLaren either in corporate functions or within the dealership organizations prior to joining Bugatti. For the last three years, Cedric Davy signed responsible for the company’s marketing strategy and activities in North America.

From their office in Reston, Virginia, Bugatti of the Americas oversees the operations of 15 dealerships in the USA and Canada. The US market is the single biggest market for Bugatti in terms of volume, with around 25% of all French hyper cars being sold here.