

CHRISTIAN MASTRO IS NEW SALES BOARD MEMBER OF BUGATTI



With effect from the beginning of April 2018, Christian Mastro is the new Member of the Board of Management responsible for Sales, Marketing and Customer Service of Bugatti Automobiles S.A.S. with headquarters in Molsheim.

He has succeeded Dr. Stefan Brungs, who left the company at his own wish in December last year. Christian Mastro joined Bugatti from Lamborghini Automobili S.p.A., where he spent almost 14 years in various sales positions. In his new function, the 46-year-old from Italy reports to Bugatti President Stephan Winkelmann.

“I have known Christian Mastro for many years and respect him as a thoroughbred sales professional who has an outstanding knowledge of the sports car scene,” says Stephan Winkelmann. “Christian has extensive experience and a profound understanding for customers’ needs in the luxury sector. I am convinced that Bugatti will benefit from his appointment and look forward to welcoming him to our team.”

Christian Mastro has worked in the automotive industry since 1994. Following positions with Volvo Auto Italia S.p.A. and Honda Automobili Italia S.p.A., he joined Lamborghini Automobili S.p.A. in 2004. Initially, he was Area Manager for Europe at the brand’s headquarters in

Sant'Agata Bolognese. In 2009, he was assigned to Beijing, where he built up a new office for Lamborghini and was the General Manager responsible for the Asia-Pacific region. He returned to Italy in 2013 to take up a position as Regional Manager responsible for the sales and marketing activities of Lamborghini in the regions of Europe, the Middle East and Africa (EMEA).

Christian Mastro says: "I am delighted to join the most prestigious automotive brand in the world. I look forward to working with the Bugatti Board members and a very motivated sales, marketing and customer service team, to consolidate the success achieved with the Chiron and to pursue new opportunities for the future of the brand."