CUSTOMER EXPERIENCE BEFITTING OF BUGATTI'S HYPER SPORTS CARS



The long and illustrious life of a Bugatti vehicle only just begins when it rolls out of the Molsheim Atelier. The brand's renowned customer experience enters full stride to provide total maintenance, servicing, and customization services throughout the ownership tenure.

Bugatti's engineering, design, and manufacturing processes bring together the greatest minds in the automotive industry, the finest materials, and leading-edge performance innovations. The end result is a driving experience unlike any other on the road, and one that requires a customer ownership offering to match. Throughout 2021, Bugatti continued to enrich and expand the Bugatti ownership experience, with complete peace-of-mind at its core.
The launch of the Passeport Tranquillité Service Program afforded Chiron[1] and Veyron owners — whose cars are now outside of their original inclusive service package — the option to

extend their service package by a further two or four years. Available to respective customers across the globe, the Passeport Tranquillité covers all standard servicing and maintenance requirements, with the option to include tires for ultimate peace-of-mind. Bugatti customers with more than one vehicle in their collection can benefit from a Multi-Owner Package, providing a single and tailored price to cover their entire fleet of Bugatti vehicles.

In mainland Europe, the Middle East, and Asia — with the USA set to follow imminently — Bugatti customers can also enjoy the added benefit of Extended Service in conjunction with Passeport Tranquillité. Chiron customers, for example, can purchase a further four years of care for their vehicle from Bugatti, with any approved repairs also being covered by this package to cover vehicle life after the end of the Bugatti provided standard four year warranty and service period. Owners of Veyrons — including very early models now over 16 years old — are offered a recently launched Extended Service package covering all electrical and mechanical components for either two or four years, thereby providing expert manufacturer coverage. Such comprehensive coverage is almost unheard of in the automotive industry, let alone in the hyper sports car segment. Throughout 2021, the Passeport Tranquillité Service Program has already become a much-desired accessory among the brand's global customer base.

Bugatti's global network of Service Partners expanded once again in 2021 with the addition of a new Bahrain-based Partner, bringing the comprehensive ownership experience to a new customer base in the region and beyond. Under the umbrella of Behbehani Brothers — leading automotive business of Bahrain — a dedicated team of Aftersales and Service experts grants Bugatti owners the full range of services and maintenance from a dedicated private workshop and fully-trained Bugatti technicians and original equipment.

Available through Bugatti's Aftersales service, for customers as well as those who purchase pre-owned Bugatti models, including the Veyron and Chiron, have a complete Accessories Catalogue at their disposal to refresh their vehicle. For example, a Veryon can be transformed from its original factory specification to reflect the personal tastes of its new owner to create an entirely new color or design theme. As all modifications are performed by Bugatti's team of expert technicians, each car remains a true and original Bugatti to the core.

The combinations of Chiron and Veyron accessories such as horseshoe finishes, brake caliper colors, exhaust tip trims, engine covers, center console inlays and wheel designs — to name but a few areas to accessorize — are available at any Bugatti Partner. Upgrade packages such as the Performance and Sport Packages can even be retrofitted to the Chiron to take customers' experience to the next level still.

ALWAYS EVOLVING AND STRIVING FOR PERFECTION

In 2022, the Bugatti ownership experience will continue to expand, offering customers more opportunities to experience the magic that the Bugatti Customer Service team can offer anywhere in the world. Working alongside the expert craftspeople at Bugatti's historic chateau, owners of Veyron and Chiron will be offered an even greater range of customization options for their vehicle. Interiors can be retrimmed in entirely new colors and materials, new accessories can be added, and updated finishes and colors can be applied to the body. Personalization is almost infinite.

Chiron owners even have the option to transform their car into an officially-recognized Chiron Sport[2]. First introduced at the Geneva Motor Show in 2018, Chiron Sport was a dynamic new interpretation of Chiron, offering even sharper driving characteristics and dynamic performance. With all work undertaken in Molsheim by Bugatti craftspeople, any Chiron that undergoes this transformation will be granted official Chiron Sport status.

Throughout 2022, buyers will find the dream of Bugatti ownership more accessible and flexible than ever. For the first time, a customer configuring a new Chiron will have the option to add additional service and warranty coverage, meaning that when specified, the vehicle will be under the care of Bugatti, for a single price, for eight years.

A new Certified Pre-Owned Programme, launching soon, will allow prospective customers to purchase an Approved-Used Bugatti masterpiece via official dealer partners globally. Each Approved-Used vehicle undergoes an extensive 110-point check from Bugatti-qualified technicians, and includes one annual service and a 12-month, bumper-to-bumper warranty for each Chiron model, and a 12-month mechanical and electrical limited warranty for the Veyron.

To visit the online home of Bugatti's Customer Service programs and discover more, visit www.bugatti.com/ownership/customer-experience/.

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

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[1] 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