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EVAN CYGLER OF BUGATTI GREENWICH WINS BUGATTI SALES EXCELLENCE PROGRAMME 2022



Evan Cygler, Bugatti Brand Manager and Director of Special Projects at Miller Motorcars in Greenwich, Connecticut, has been named 'Best Performing Brand Manager' in Bugatti's Sales Excellence Programme 2022. Evan has now won the title for the second year in a row, adding to his award in 2021.

2026 BUGATTI AUTOMOBILES S.A.S.

Each year, the Sales Excellence Programme recognizes the top three performing brand managers from around the world who embrace the Bugatti ethos to create incomparable experiences and interactions. Following his victory in 2021, Evan again delivered outstanding performance and demonstrated his exceptional passion for Bugatti, helping the Molsheim-based brand to achieve another record year. He became the first US-based sales person to win the award last year.
Hendrik Malinowski, Managing Director of Bugatti Automobiles, said: ''The enthusiasm that Evan and his team show for Bugatti is a special thing to behold. He is always willing to go above and beyond, taking Ettore Bugatti's notion that 'If comparable, it is no longer Bugatti' to his customers in the most literal sense. Just as our cars are carefully crafted to represent the Bugatti DNA, Evan's service is carefully honed to match the world-class values of our brand. His dedication to Bugatti makes him a truly outstanding partner.''

The Bugatti Greenwich showroom is located around 45 minutes from New York City and the team organizes an array of events, including rallies and car shows, to allow customers to further enjoy the unique experience of owning and driving a Bugatti. ''Helping our customers create their dream car is a genuine privilege for me, with a lifelong love of Bugatti,'' Evan said. ''But that is only part of our role. We are also dedicated to providing an incomparable experience for them, and this is what really marks Bugatti out from everyone else. With the help of my amazing colleagues from Greenwich we were able to do that in 2022 and will strive to do so again in 2023. It was an honor to win this award for the first time last year but to win two years in a row is extraordinary.''

As reward for his efforts, Evan will get the very rare opportunity to take part in an exhilarating '400 Drive', where he will pilot a Bugatti Chiron Super Sport[1] at speeds in excess of 400 km/h at Cape Canaveral in Florida, following an intensive training session with a Bugatti Pilote Officiel. Evan said: ''Very few people across the world will ever have the chance to experience a Bugatti at the limit of its potential, so the prospect of reaching more than 400km/h in one of these extraordinary cars is a hugely exciting one.''

Zakariya Khatib of Bugatti Dubai and Catherine Noël of Bugatti Zurich shared the podium with Evan Cygler, finishing joint second in the Bugatti Sales Excellence Programme 2022. They will be able to choose from a unique selection of exclusive Bugatti products, while all three winners will also receive an exquisitely crafted trophy based on Bugatti's unique horseshoe grill design.

The standard of service and performance across the global Bugatti network is extraordinary, and while the Sales Excellence Programme shines a spotlight on the very best, all customers are assured that the entire Bugatti ownership experience — from the very first showroom interaction — will be memorable.

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