

GREENWICH DEALER CELEBRATED AT BUGATTI SALES EXCELLENCE PROGRAM 2021



First Bugatti dealer in North America to be awarded 'Best Performing Brand Manager'.

Announced on April 7th, Evan Cygler, Brand Manager at Bugatti Greenwich and Director of Special Projects at Miller Motorcars, was named 'Best Performing Bugatti Brand Manager' at the Bugatti World Partner Meeting in Molsheim, France. Bugatti Greenwich is the first dealer in North America to receive this prestigious award.

Each year, the Sales Excellence Program recognizes the top three performing brand managers from around the world who not only meet sales targets, but showcase what it means to be

an official Bugatti representative. In 2021, Cygler exceeded his target by more than double, skyrocketing him to become the number one dealer in the world.

“A car company cannot succeed without a strong dealer network, so it is important that we recognize those who go above and beyond,” said Cedric Davy, Chief Operating Officer of Bugatti of the Americas. “Evan’s dedication, creative spirit and excitement for the brand is evident to his customers and to us at Bugatti, making him an exceptional partner.”

Company founder Ettore Bugatti said, “if comparable, it is no longer Bugatti.” Bugatti partners stay true to this motto, providing an incomparable customer experience that goes beyond the delivery of the car. Located 45 minutes from New York City, Bugatti Greenwich serves a very active and financially robust market that includes captains of industry, automotive enthusiasts and art aficionados who are looking to create something entirely unique. Cygler ensures that each customer receives the time and attention needed to build their dream cars, but the relationship does not end there. Bugattis are built to be driven, and Cygler keeps the community engaged with events, such as car rallies and charity car shows.

“Winning this award has been a goal of mine since I started working with Bugatti at Miller Motorcars in 2015,” said Evan Cygler. “The hypercar segment has opened up in the last decade, as other companies have followed in Bugatti’s footsteps of producing million-dollar vehicles. As a Bugatti partner, it is my job to not only sell cars, but to create a bespoke and memorable journey for each of our customers, which is what sets the brand apart in a highly competitive segment. Bugatti and its customers are constantly evolving, and so am I. With the support of my incredible colleagues in Greenwich, as well as the team at Bugatti, I am able to provide an unparalleled experience for our clientele.”

Bugatti Greenwich is also one-of-two partners in the United States to have a Bugatti Service Partner of Excellence accreditation. With each technician specially trained at the Atelier in Molsheim, owners can expect to receive the best service available at their neighborhood dealership.

For more information about Bugatti Greenwich, please visit www.partner.bugatti/greenwich/.