

MARCUS KORBACH APPOINTED AS NEW REGIONAL DIRECTOR OF BUGATTI FOR THE MIDDLE AND FAR EAST



Bugatti has appointed Marcus Korbach as the new Regional Director for the Middle and Far East. The 36 year-old assumed his new role at the French luxury brand on 1 January 2014, and is the successor to Guy Caquelin, who previously held the position as regional manager for both Europe and the Middle East. In future, Mr Caquelin will concentrate on the European market. "We are extremely happy to welcome to the team another proven sales and marketing professional for super sports cars," said Dr Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. for Sales, Marketing and Customer Service. "With Marcus Korbach on board as an additional expert, we will be able to provide support for our discerning customers and interested parties in the Middle and Far East even more effectively in future. At the same time, Guy Caquelin now has more capacity with which to focus on the important European market."

In total, the two regions combined account for over 70 percent of all global sales. "We would like to thank Guy Caquelin for his extremely successful work in his dual role over the past six years," continued Stefan Brungs.

Marcus Korbach has been Head of Sales Special Operations for the British sports car brand McLaren Automotive, since 2010. From 2012 onwards he augmented this with his additional role as Brand Manager of McLaren P1. From 2007 to 2010, he occupied various key sales and marketing positions in the premium and luxury segment at Mercedes-Benz.

"It is more than just an honour for me to be part of the Bugatti team," said Marcus Korbach. "My new appointment at, what is to me the most exclusive producer in the automotive industry, is a personal dream come true."

In his new role, Marcus Korbach will be responsible for sales and marketing activities and the development of the dealer network in the Middle and Far East. He will report directly to Stefan Brungs.

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