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MONACO — A HIGHLY SYMBOLIC NEW HOME FOR BUGATTI



The new Bugatti Monaco showroom recently opened its doors in the heart of the French Riviera in a very iconic location intimately linked to the brand's motorsport history: on the road that transforms into part of the Formula One Grand Prix racetrack once a year in Spring.

The brand's all-new Monégasque home, right in the heart of one of the world's most recognizable roads, lends itself to a unique setting entwining the Bugatti brand with the timeless beauty and history of Monaco, reviving a glorious historic past that inextricably linked Bugatti and Monaco forever.
No one can ignore that Monaco holds a very special place in the annals of Bugatti history. In fact, it was a Bugatti — the Type 35B driven by William Charles Frederick Grover — that won the very first Circuit de Monaco Grand Prix in 1929. And Bugatti's legendary racing driver, Louis Chiron — who gave his name to the brand's hyper sports car — was born in Monaco in 1899 and took

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first place at the Monaco Grand Prix in 1931. As a tribute to this rich legacy, the new showroom is housed on the Formula One Grand Prix racetrack in the famous La Rascasse corner near the celebrated Louis Chiron virage.

Selected guests were invited to celebrate the brand's new flagship grand opening. They first discovered the new showroom where Bugatti's ultimate roadster, the W16 Mistral[1], took center stage for its first appearance in the French Riviera and were then invited to visit the renowned Cars Collection of H.S.H. the Prince of Monaco located only 100 meters away from the venue. There, Bugatti guests had the opportunity to receive a personalized guided tour by the Director of the Collection, Valérie Closier, and to appreciate the finer details of a selection of Bugatti's most exclusive cars: the one and only La Voiture Noire[2], one of the ten Centodieci[3], a rare Divo[4] and a very special Chiron Pur Sport[5] "Grand Prix". Those Bugatti creations, along with the W16 Mistral will be exhibited until May 2nd, offering a very unique opportunity to appreciate them together.

Hendrik Malinowski, Managing Director of Bugatti Automobiles, said: "Bugatti is a natural fit for the Principality of Monaco, delivering the unparalleled prestige, excellence and timeless luxury that the clientele of this region expects. We are delighted to open our new home in Monaco; these are the very streets that Bugatti made history on long-ago and we couldn't imagine a better place to pay homage to our extraordinary heritage and connection to Monaco."

The Bugatti Monaco showroom has been created in partnership with Segond Automobiles Group, which has been operating from the Principality of Monaco for over 35 years and established an incomparable customer service reputation.

Stéphane Colmart, Managing Director of Segond Automobiles Group, added: "The Bugatti Monaco showroom is in one of the most desirable European venues and is situated in one of the most iconic areas of the city. It is the ideal location from which to welcome customers into the world of Bugatti, a brand renowned for its racing successes and its world-leading craftsmanship. We are immeasurably proud to be part of the Bugatti network, with both the showroom and the after sales center, and are really excited to welcome guests to offer them the ultimate in design, convenience and luxury."

The Bugatti experience is complemented by an all-new maintenance and servicing facility also overseen by Segond Automobiles. The French Riviera Bugatti Service Center is located next to Monaco and offers the talent of a highly specialized team of technicians, trained directly at the home of Bugatti in Molsheim. This new center upholds the high standards of care set out for Bugatti hyper sports cars, elevating the Bugatti ownership experience even further.

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