

NEW BUGATTI DEALERSHIP IN MONACO



Bugatti arrives in Monaco. The Monaco Luxury Group has become the French luxury brand's official sales partner for the Cote D'Azur region. Vehicles will be presented in a temporary showroom while the Bugatti showroom is under construction.

"Like Bugatti, Monaco is exclusive and unique. Due to its wonderful history and unique appeal, this location is very important to us." says Dr Stefan Brungs, member of Bugatti Automobiles S.A.S. management responsible for Sales, Marketing and Customer Service. "We are excited to have found a partner like the Monaco Luxury Group, which has so much experience in the luxury segment, and we look forward to working together."

"The Monaco Luxury Group is hugely honoured to be named the official dealer partner for Bugatti in Monaco and France" says Frédéric Duboc, Managing Director of Bugatti Monaco. "Using our years of experience, we are fully committing ourselves to becoming worthy ambassadors for the legendary brand. We look forward to working with our customers to develop this partnership during the course of this long-term project."

With a rich experience of more than a half a century in the automotive industry, Monaco Luxury Group is one of the reference groups in distribution of luxury cars in Europe. Until the completion of the final showroom, the dealership will be using a temporary showroom in the Principality of Monaco. Bugatti Monaco will employ six staff to work in the areas of Sales, Marketing and Customer Service.

Bugatti's international network currently comprises 30 dealerships in 18 different markets. Temporary dealership address: Bugatti Monaco, 9 Rue du Gabian, 98000 Monaco.

Press Contact

Nicole Auger

Head of Marketing and Communications

nicole.auger@bugatti.com