

# NEW SALES RECORD FOR BUGATTI IN GREATER CHINA: THE WORLD-RENOWNED BRAND ENJOYS GROWING POPULARITY AMONG CHINESE SUPERCAR ENTHUSIAST

Bugatti Greater China announces today that the world-renowned super sports car brand has sold 6 units in China in the first three quarters of 2012, breaking its sales record in Greater China to date. Among the models sold were the Bugatti Super Sport, the Bugatti Grand Sport Vitesse, and the Bugatti Grand Sport. While the Bugatti Super Sport was named the world's fastest supercar in the Guinness Book of World Records in 2010, the Bugatti Grand Sport Vitesse made its Asia debut at the Beijing Auto Show earlier this year.

"The Bugatti brand has achieved a significant success in the Greater China region this year, no doubt owing in great part to Bugatti's clear brand positioning. Luxurious features, extreme performance and perfect design are the main features that distinguish us from other luxury supercar brands," said Bugatti Greater China Managing Director Mr. Till Scheer. "With China being one of Bugatti's most important markets worldwide, we introduced Bugatti's Grand Sport Vitesse for the first time in Asia at the Beijing Auto Show earlier this year, and now plan to introduce more of such extreme models in the future to satisfy demands from China's supercar enthusiasts."

Following the introduction of Bugatti's Grand Sport Vitesse, the new model has received wide recognition across the industry. Equipped with an 8.0 liter quad-turbocharged W16 engine, the car boasts a maximum output of 1,200 hp and a torque of 1,500 Nm, allowing it to race from 0 to 100km/h in 2.6 seconds, and reach a top speed of 410km/h (255mph). The car's reconfigured chassis, quick-responding dampers, Electronic Stability Program and the application of an intelligent all-wheel-drive system offer an incredibly dynamic performance, while providing to driver and passengers alike a strong sense of control on the road. The interior sports an avant-garde feel, featuring predominantly carbon-fiber as well as high-grade metals such as aluminum and magnesium. Everything down to the details on the dashboard, leather panel,

seatbelts, seat cushions and keyholes bears the marks of Bugatti's design, displaying fine craftsmanship and high-quality materials to offer passengers a unique driving experience.

The Bugatti brand has always upheld its own exclusive production philosophy. Its value as brand lies in a unique design concept, a long history of classic sports cars, and an extensive use of handicraft work. Today, the luxury sports car brand's far-reaching reputation can be attributed not only to its performance, but also to its rich brand history. In 1909, Ettore Bugatti established Automobili Ettore Bugatti in France, producing exclusively sports and luxury cars. Having survived through two world wars, the brand kept true to its original values, and in 1998 entered a new era following its acquisition by Volkswagen AG. Bugatti now enjoys an unshakable position across the globe in the luxury supercar segment.