POWER IS IN THE SMALL DETAILS: CELEBRATING THE ACHIEVEMENTS OF BUGATTI'S SERVICE PARTNERS



"If comparable, it is no longer Bugatti." The immortal words of Bugatti's visionary founder, Ettore Bugatti, that have guided the marque and the design of each creation to leave its spiritual Molsheim home. It is a philosophy that extends beyond the vehicles themselves,

woven into the fabric of each facet of the customer relationship — down to the maintenance of every owner's exquisite Bugatti vehicle.

Celebrating the meticulous work, skill, and dedication of its trusted service partners around the world, the brand has rewarded the teams who led the way in enshrining Bugatti's core principles in 2024, with the esteemed Bugatti Service Excellence Program.
Established in 2021, the scheme was curated to officially recognize the Bugatti Service Partners that represent the marque worldwide — paying tribute to their pursuit of perfection. For this year, four honors have been awarded — covering the regions of North America, Europe, the Middle East and Asia, while also recognizing the Most Improved Service Partner of the year. Bugatti UAE, representing the Middle East and Asia region, was honored with the Global Service Partner of the Year award. Regionally, Bugatti Greenwich secured the accolade for North America, while Bugatti Zurich earned the achievement for Europe. A further Bugatti Service Partner in Europe, Bugatti Vienna, was honored with the Most Improved Service Partner of the year.

Like each partner that Bugatti collaborates with, every trusted service team is equipped with Bugatti's uncompromising mission to create incomparable products and champion exacting attention to detail. Representing the most skilled engineering personnel in the automotive industry, Bugatti Service Partner teams work hand in hand with the marque to bring its vision to life; to enable its discerning customers to experience the pinnacle of performance and masterful craftsmanship, with complete peace of mind that their vehicle is maintained by the world's most capable and professional hands.

> "Delivering a unique customer service requires us to pursue an equally incomparable approach to fostering collaboration with our partners. Together, in channeling Ettore Bugatti's uncompromising ethos and passion for exceptional craftsmanship and detail, we have the power to make our customer service — and the ownership of a Bugatti — truly unmatched."
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> ALEXIS PLOIX
> DIRECTOR OF AFTERSALES AND CUSTOMER SERVICE AT BUGATTI

As it has been throughout Bugatti's illustrious history, the power of perfection and precision goes far in delivering a level of service that goes beyond the expected. It is a philosophy that has driven, and continues to drive, Bugatti's relationship with its customers — one imbued with dedication, courage, and excellence in equal measure.

'Power is in the small details': that mantra embraces the service personnel who visit the home of the marque in Molsheim — officially certifying their expert service with Bugatti Customer Service Accreditation Training. Meeting the Molsheim-based teams they continually collaborate with, the program affords the opportunity to inspire new connections and foster world-class

teamwork — immersing themselves in the values Bugatti has upheld since its inception, and reinforcing the industry-leading skills that continue to earn the trust of customers in the marque.

> ''In recognizing the efforts of our highly trained and valued service partners to uphold this vision, we can ensure the depth of knowledge, expertise, and skill continues to be celebrated in Bugatti's Tourbillon era. We would like to take this opportunity to thank each of our esteemed partners for their pursuit of perfection, and every discerning owner for joining the Bugatti family. We look forward to continuing to deliver incomparable customer service with our team of highly skilled, accredited professionals and our trusted partners worldwide.''
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