SALON RÉTROMOBILE PARIS 2018



- New customer service programme, Loyalty Maintenance Programme (LMP), to maintain the technical condition of the Veyron fleet at a very high level in the long term
- LMP helps Veyron owners reduce the operating expenses of their super sports car
- With LMP, the brand continues to expand its ''Bugatti Certified'' quality programme for the Veyron
- Bugatti is the only carmaker worldwide to offer a factory warranty of up to 15 years

Bugatti is launching a new service campaign for its Veyron customers. At this year's Salon Rétromobile in Paris, one of the world's most renowned classic car shows and a meeting point for collectors from across the globe, the French luxury brand is presenting its new customer service programme for the Veyron. The Loyalty Maintenance Programme (LMP) has been developed to maintain the technical condition of the Veyron fleet in the marketplace at the highest level. In addition, it can also help Veyron owners to reduce the operating expenses of their super sports car. With LMP, Bugatti continues to expand its ''Bugatti Certified'' quality programme. By acquiring a ''Bugatti Certified'' seal, Veyron owners lay the ideal foundation for a sustained increase in the value of their vehicle. LMP is part of Bugatti's Extended Warranty and Extended Warranty Plus warranty programs. Bugatti is the only carmaker to offer a factory warranty of up to 15 years.

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Within the framework of the new Loyalty Maintenance Programme (LMP), Bugatti is now offering a variety of different service packages from which Veyron owners can choose in line with their requirements. ''Our customers use their Bugattis in very individual ways,'' says Chris Kelly, Head of Bugatti Customer Service. ''Many owners enjoy driving their car every day while others see it as an automotive work of art in their private collection. This means that individual customers have very different expectations of service. We can now meet these expectations much more effectively, in line with our customers' wishes.''

Franco Utzeri, Head of Bugatti Certified & Financial Services, has developed the new program together with Customer Service. ''Our quality programme has been significantly enhanced by the Loyalty Maintenance Program. This means that our customer support has reached the high level of individualisation that customers already learned to know and appreciate when they purchased their Bugatti. No other brand is as near to the customer as Bugatti — and that applies to the whole duration of ownership.''

The super sports car brand from Alsace launched its Bugatti Certified program several years ago to ensure that the growing Veyron fleet in the marketplace could benefit from support in-line with the brand's high standards. Vehicles are checked and prepared by Bugatti Customer Service and the official service partners of the brand. From airbags to spark plugs, everything is precisely tested and replaced if necessary. In addition, fundamental technical updates are carried out and an extended warranty is granted. At the end of this process, the vehicles receive the Bugatti Certified seal which confirms their excellent technical condition and appearance. This way, Bugatti ensures that its high standards are applied throughout the world.

Not only Veyron owners but also sports car enthusiasts wishing to purchase a pre-owned Bugatti benefit from the programme. Bugatti provides would-be owners with support in their search for a model meeting their requirements, ranging from colour to equipment and from power output to age. If customers have extraordinary wishes, Bugatti Certified also offers the possibility of customising vehicles in line with their requirements. This way, the brand ensures that pre-owned vehicles are also in impeccable condition and are 100-percent Bugatti.

By acquiring a pre-owned Veyron, new owners become part of the exclusive Bugatti family. This gives them the possibility of taking part in various special events held by the luxury brand and enjoying special offerings and events reserved for this select body of customers. And of course, all customer vehicles benefit from round-the-clock world-wide technical support from the Bugatti Flying Doctors as well as the 34 official dealers and service partners.

''The combination of a confirmed vehicle history, the Bugatti Certified warranty and individual support by Bugatti Customer Service makes the difference for Veyron owners and is more than just a seal of approval,'' says Utzeri. ''We are committed to providing our customers with a 360° ownership experience that is unique in the automotive world.''

This year, the vehicles on display on the Bugatti stand at Salon Rétromobile will be a 2007 Veyron 16.4 with 1,001 PS and a Type 57C Stelvio. The original version of this vehicle, the Type 57, made its debut at the Paris Motor Show in 1934. Up to the beginning of the Second World War, it was then Bugatti's only model, which was produced at the factory in Molsheim, Alsace in the versions 57, 57C, 57S and 57SC. Between 1934 and 1940, more than 680 vehicles were produced with bodywork of various types, including 150 Stelvio four-seat cabriolets. The body of the 3.3-litre tourer with chassis number 57715 which is on display in Paris was built to order by coachbuilder Gangloff of Colmar in Alsace.

The Bugatti stand has the number 1 R 051 and can be found in Hall 1.

[1] Veyron: