

TECHNO CLASSICA 2014: BUGATTI LAUNCHES "BUGATTI CERTIFIED" QUALITY PROGRAMME



French luxury brand Bugatti will officially launch a new quality programme developed for customer vehicles, at the Techno Classica show for vintage, classic and prestige vehicles in Essen, Germany, (26 – 30 March). "Bugatti Certified" was created to ensure the brand's quality standards over the long term for the entire Veyron market, and thus contribute to the vehicles' value.

"When customers choose a Veyron, they are choosing a unique product, one that stands not only for technical innovation and unprecedented performance, but also for a great automotive tradition," said Dr Stefan Brungs, member of the board of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service. "A Bugatti is purchased as

a collector's item. To honour the trust placed in us and to ensure the lasting value of this automotive icon is our highest priority."

The sale of the last Veyron draws ever closer. Then all 450 super sportscars will be in their customers' care: 300 coupés and 150 roadsters. The "Bugatti Certified" programme will initially focus on the Veyron 16.4 (1,001 PS) and Veyron 16.4 Super Sport (1,200 PS) coupés. Both were available from summer 2006 and are already sold out.

"We want the "Bugatti Certified" seal to give Bugatti owners the assurance that their vehicle meets our highest quality standards over the long-term," continued Brungs. "This is for owners of both new and previously owned vehicles."

The vehicles receive a complete service as part of the programme. A requirements catalogue enables Bugatti's engineers and mechanics to carry out the most precise servicing and preparation of these searingly fast cars. Essential technical updates will also be carried out, and the guarantee will be extended. At the end of the process, the vehicle receives the "Bugatti Certified" seal as verification of its excellent technical and aesthetic condition.

Purchasing a Bugatti super sportscar from a current owner confers membership of the Bugatti family on the new owner, who then has the option of taking part in luxury brand events and benefiting from special offers that are reserved only for members of this exclusive club. One such event is the "Molsheim Experience", an individually tailored visit programme to the company's headquarters in Alsace; another is "Feeling the Road", an extensive test drive with an official Bugatti test driver both on public roads and on a racetrack, to bring the super sportscar's full potential roaring to life. And of course all customer vehicles are technically supported around the clock and from across the world by the Bugatti Flying Doctors.

This year, Bugatti will be at the Techno Classica in Essen for the fifth time. Founded in 1909, the traditional brand will be presenting a design study of the Bugatti EB 18/4 "Veyron", the model that began the success story of the super sportscars in 1999. The design study will be flanked at the exhibition stand in Hall 7 by two Bugatti Veyron production vehicles.

¹ Veyron: