

BUGATTI OPENS DÜSSELDORF SHOWROOM IN NEW DESIGN



Bugatti customers now have an opportunity to experience the brand world of the French super sports car maker in Düsseldorf. Together with its sales partner, Gottfried Schultz Premium GmbH, Bugatti is today opening a completely redesigned showroom at the dealer's headquarters on the "auto mile" in the Düsseldorf district of Flingern.

The main focus in the luxurious facility, with an area of 102 square meters, is of course on the latest product — the 1,500 PS Bugatti Chiron with a top speed of 420 kilometres per hour. A dream car in silver and blue. Düsseldorf is the fourth Bugatti dealership in Europe with the new showroom design. The legendary brand had presented the new CI design for its dealers for the first time last autumn. Bugatti currently has 32 dealers in 17 countries, including four in Germany.

"Bugatti Düsseldorf is one of the top performers in Europe. In 2014, Guido Graf von Spee and Tobias Dorn won our global "Dealer of Excellence Program" competition for the most successful

partner,” says Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing, Customer Service and Brand Lifestyle. “Düsseldorf is also achieving success with orders for the Chiron. I would like to thank our long-standing partner Gottfried Schultz Premium GmbH, for their excellent work and personal commitment.”

“We are very proud to be one of the first locations in Europe to have implemented the new Bugatti brand design,” says Guido Graf von Spee, Managing Director of Bugatti Düsseldorf. “It is an honour and a daily challenge to be part of the history of this great brand.”

Gottfried Schultz GmbH & Co. KG has been successful with vehicle sales since its foundation in 1924; the company has been an official Bugatti sales partner since 2006.

The showroom, with an area of 102 square meters, is located at Höherweg 95 on the “auto mile” in the Düsseldorf district of Flingern. The showroom concept in Düsseldorf gives visitors an opportunity to experience the Bugatti brand values of Art, Forme, Technique and the flair of the company’s headquarters at Molsheim in Alsace.

For example, there is a Heritage section devoted to Bugatti’s brand values. Each of the values is illustrated by one wall-mounted pillar, each featuring a screen with films and animations focusing on the particular value.

A horizontal communication strip running along the wall is used to display product information and images as well as highlights from the history of the brand. Customers can also configure their new Bugatti here. Everything can be controlled intuitively using an iPad or tablet after customers have taken their seats in the luxurious lounge. The lounge is equipped with furniture from Bugatti Brand Lifestyle, designed especially for the brand’s new 1 BUGATTI

showrooms. The organically shaped armchairs are made from the finest leather and blue carbon fibre, high-grade materials requiring complex craftsmanship of the type which are also used in Bugatti super sports cars. The sides boast the EB logo.

A curved white brand wall with adaptable ambient lighting sets the scene for the star of any Bugatti showroom — the Bugatti Chiron, the world’s most powerful, fastest, most luxurious and most exclusive production super sports car.

DEALER’S ADDRESS:

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OPENING HOURS:

Monday — Friday: 9.00 a.m. — 7.00 p.m. Saturday: 10.00 a.m. — 2.00 p.m. and by individual appointment

CONTACT:

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