



Bugatti expands its digital newsroom

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BUGATTI CREATES AN IMPROVED COMMUNICATION PLATFORM WITH NEW FUNCTIONS

More information straight from the source. And faster, clearer and more cross-medial. Bugatti is expanding its digital newsroom with additional offerings to coincide with the 110th anniversary celebrations.

In order to access additional digital services, registered users simply need to change their password on newsroom.bugatti: <https://newsroom.bugatti/account/lost-password>

The digital newsroom is also available to new users. All you need to do is register on newsroom.bugatti: <https://newsroom.bugatti/account/register>

“By constantly optimising the newsroom, we are improving our communication and bundling even more information about Bugatti into one multi-channel,” says Tim Bravo, Head of Communications at Bugatti. “This will improve our flow of information and our transparency at the same time. Bugatti will become more tangible, faster and more efficient in its communications.” The aim of the modernised newsroom is to provide support and a working platform for journalists, media representatives and those interested in the brand. The newsroom offers a comprehensive digital offering on new products, models, technology, profiles and history.

On newsroom.bugatti, users can find digital information and press kits in three languages about the brand, models, company, history and technology. They include: stories, photos, videos, news, profiles and background information. The content is specially prepared for working with, reading and downloading.

Like the hyper sports cars Chiron¹ and Divo², the newsroom is of timeless elegance. It focuses on multipliers and is ahead of its time technologically: forward-looking multi-channel communication tools and the Content Delivery Network (CDN) ensure fast delivery worldwide. In addition to current press releases, this includes social media presence on Facebook, Instagram, YouTube and Twitter.

“Like our exclusive hyper sports cars Chiron¹ and Divo², we are constantly expanding the newsroom. As founder Ettore Bugatti said: "Perfection will never be achieved", and so we too never stop striving for the greatest possible perfection in digital communication. The digital newsroom will provide us with significant support in our communication and cover the brand comprehensively,” says Tim Bravo.

What's more, the Bugatti newsroom now has its very own account on Instagram: https://www.instagram.com/bugatti_newsroom/

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¹ CHIRON: Fuel consumption, l/100km: urban 35.2 / extra urban 15.2 / combined 22.5; CO₂ emissions (combined), g/km: 516; efficiency class: G*

² DIVO: This model is not subject to Directive 1999/94/EC, as type approval has not yet been granted.

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