



# Change in the Bugatti Board of Management

MOLSHEIM 01 10 2021

WITH EFFECT FROM OCTOBER 1<sup>ST</sup>, CHRISTIAN MASTRO WILL LEAVE HIS FUNCTION AS MEMBER OF THE BOARD OF MANAGEMENT OF BUGATTI AUTOMOBILES S.A.S. AND RETURN TO AUTOMOBILI LAMBORGHINI S.P.A.

Christian Mastro joined Bugatti exactly three and a half years ago, assuming the responsibility for the areas of Sales, Marketing, After Sales and Licensing. During his time in Molsheim, the brand achieved one record year after the other. The Chiron<sup>1</sup> range was extended with models such as the Chiron Super Sport 300+<sup>2</sup>, Chiron Pur Sport<sup>3</sup> and Chiron Super Sport<sup>4</sup>, while the celebrated few-offs Divo<sup>5</sup> and Centodieci<sup>6</sup> as well as the extraordinary one-off La Voiture Noire<sup>7</sup> were presented.

"I want to thank Christian Mastro. With his experience and his outstanding knowledge of the sports car scene he has made a major contribution to the success story of Bugatti in these past years," says Stephan Winkelmann. "I have known Christian for many years and appreciate his profound understanding for customers' needs in the luxury sector. That's why I am more than happy to continue working with him at Lamborghini."

Christian Mastro has worked in the automotive industry since 1994. Following positions with Volvo Auto Italia S.p.A. and Honda Automobili Italia S.p.A., he joined Lamborghini Automobili S.p.A. in 2004. Initially, he was Area Manager for Europe at the brand's headquarters in Sant'Agata Bolognese. In 2009, he was assigned to Beijing, where he built up a new office for Lamborghini and was the General Manager responsible for the Asia-Pacific region. He returned to Italy in 2013 to take up a position as Regional Manager responsible for the sales and marketing activities of Lamborghini in the regions of Europe, the Middle East and Africa (EMEA). Following his three years as Member of the Board of Management of Bugatti Automobiles S.A.S. and Bugatti International S.A. for Sales, Marketing, After Sales and Licensing, he returns to Sant'Agata Bolognese as Marketing Director.

Christian Mastro says: "Working for Bugatti, the most prestigious automotive brand in the world, has been a dream come true. I am deeply thankful for the experience, but especially for the efforts and the dedication of the entire team: the Bugatti Board members, the very motivated sales, marketing, after sales and licensing team, and really every single employee of the brand."

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<sup>1</sup> CHIRON: WLTP: Fuel consumption, l/100km: particularly high 43.33 / high 22.15 / medium 18.28 / low 17.99 / combined 22.32; CO<sub>2</sub> emissions, combined, g/km: 505.61; efficiency class: G [↓](#) PDF

<sup>2</sup> CHIRON SUPER SPORT 300+: This model is not subject to Directive 1999/94/EC, as type approval has not yet been granted.

<sup>3</sup> CHIRON PUR SPORT: WLTP: Fuel consumption, l/100km: particularly high 44.6 / high 24.8 / medium 21.6 / low 21.3 / combined 25.2; CO<sub>2</sub> emissions combined, g/km: 572; efficiency class: G [↓](#) PDF

<sup>4</sup> CHIRON SUPER SPORT: Fuel consumption, l/100km: not subject to Directive 1999/94/EC as it does not yet have type approval. [↓](#) PDF

<sup>5</sup> DIVO: WLTP: Fuel consumption, l/100km: particularly high 43.33 / high 22.15 / medium 18.28 / low 17.99 / combined 22.32; CO<sub>2</sub> emissions, combined, g/km: 505.61; efficiency class: G [↓](#) PDF

<sup>6</sup> CENTODIECI: This model is not subject to Directive 1999/94/EC, as type approval has not yet been granted.

<sup>7</sup> LA VOITURE NOIRE: WLTP: Fuel consumption, l/100km: particularly high 43.33 / high 22.15 / medium 18.28 / low 17.99 / combined 22.32; CO<sub>2</sub> emissions, combined, g/km: 505.61; efficiency class: G