



Molsheim comes to Tokyo as Bugatti opens new showroom in Japanese capital

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BUGATTI CREATES A NEW TOKYO HOME WITH TOUCHES OF MOLSHEIM AS THE CHIRON HYPER SPORTS CAR IS OFFICIALLY HOMOLOGATED FOR THE JAPANESE MARKET.

The Bugatti name is synonymous with bespoke luxury and unrivalled performance all around the world. The French luxury marque revolves around the Atelier and headquarters in Molsheim, France while still offering customers a true Bugatti experience in key locations across the globe. The newest official Bugatti showroom opens in Tokyo bringing hyper sports car enthusiasts a piece of Molsheim to the Japanese market – coming at the perfect time after the Chiron¹ was granted homologation in Japan in 2020 allowing Bugatti owners to be able to fully enjoy their cars on Japanese roads.

Although 10,000 kilometers separate Japan's capital from Bugatti's headquarters in France, visitors experience the spirit of Molsheim the moment they step through the doors of the new showroom in the Minato City district of Tokyo. The front-of-house staff is fully trained by Bugatti, and all possess exemplary knowledge of the brand, just as the technicians who service, maintain and repair customers' cars do.

The official opening of Bugatti Tokyo follows the legendary Chiron model and its derivatives passing the strict Japanese homologation requirements in 2020, the first country in Asia to grant this certification. Now Bugatti enthusiasts can add a Chiron hyper sports car to their collection and enjoy it on Japanese public roads as well as admiring it from their garage.

The new Bugatti Tokyo Showroom

Opening on a specially selected date – the 16th of April, or 16/4, inspired to reflect the Chiron's W16 four-turbo charged engine – the Bugatti Tokyo site is based on the latest showroom standards of the French luxury marque in Japan, and one of the first in the world to be designed around Bugatti's new visual identity. The iconic Bugatti name is presented in white typography against an anthracite background on the exterior wall, while the showroom proudly showcases a rare-to-see Chiron through its window. Visits are by appointment only and are held on an exclusive, one-to-one basis to ensure an intimate, discreet and COVID-safe experience for customers.

As part of a highly refined overall showroom experience, the latest digital technology is used to tell the Bugatti marque's history and highlight every facet of the Bugatti model range. Using a tablet, customers can immerse themselves in their car's configuration, with the details beautifully mirrored and displayed on screens mounted on the showroom wall.

Three wall-mounted video-monitor displays espouse Bugatti's brand values. A range of stunning physical exhibits including scale model cars, pieces of art, and specially designed graphics affixed on the walls, support the digital content provided by a series of bespoke films and animations. Customers can immerse themselves physically in the world of Bugatti with elegantly designed soft-touch catalogs, luxurious leather swatches and vibrant color samples to enable them to create their personalized Bugatti model. The tastefully appointed lounge area is designed to meet the new look and feel of Bugatti's recently introduced showroom standards.

The high-grade materials and exceptional skill used to refine all showroom elements, including furniture, fabric samples and decorative items are commensurate with those used to bring the Bugatti Chiron to life.

Stephan Winkelmann, President of Bugatti explained: "This move into the Japanese market is perfectly timed for us, as customers can now enjoy the legendary Chiron hyper sports on Japanese public roads. This new showroom site in Tokyo is a home away from home, and we have complete faith that Sky Group embodies the passion and philosophy of Molsheim. We are delighted that Bugatti Tokyo will present our brand perfectly, not just to our Japanese customers, but also to a truly international clientele, thanks to the showroom's unique location within Tokyo's embassy quarter."

In addition to sales services, officially trained Bugatti technicians will be able to carry out certified servicing and repairs to Chiron models. The new showroom site is operated by official Bugatti sales partner Sky Group, which has established decades of experience in meeting its customers' demands and desires through its portfolio of leading luxury brands, including Bugatti's VW Group stablemates Bentley, Lamborghini and Porsche. The new showroom is located at 5 Chome-10-37 Minamiazabu, Minato City, Tokyo 106-0047.

Yuta Kasai, Managing Director at Sky Group, added: "It is, without doubt, one of Sky Group's greatest achievements to meet Molsheim's requirements and to be chosen to represent the legendary French marque that is Bugatti. And of course, what makes the opening of the Bugatti Tokyo showroom even more exciting is that the full PHP homologation of the Chiron has been met, with Japan being the first country to have that certification in all of Asia. Everyone at Sky Group thrives on the challenge of meeting the needs of the most discerning customers and is looking forward to bringing our passion, energy and integrity to Bugatti."

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¹ CHIRON: WLTP: Fuel consumption, l/100km: particularly high 43.33 / high 22.15 / medium 18.28 / low 17.99 / combined 22.32; CO₂ emissions, combined, g/km: 505.61; efficiency class: G