



New Bugatti Showroom Breaks Ground in Southern California

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BUGATTI NEWPORT BEACH TO OPEN DOORS TO NEW FACILITY IN 2022.

Bugatti is pleased to announce the groundbreaking of the new Bugatti Newport Beach showroom and service center in Irvine, California. Led by Dealer Principal Pietro Frigerio, Bugatti Newport Beach is set to open its new location in 2022 and will offer the world-class Bugatti experience customers have come to expect from the historic French marque.

The 1,500 sq.-ft. space will feature a clean, contemporary design aesthetic as a backdrop to two display models and a state-of-the-art configuration table for customers to create their desired masterpiece. This location will also be one of the first Bugatti dealerships in North America to showcase the company's new corporate retail identity.

"Located in the heart of the country's largest super car market, the new showroom will offer Bugatti customers the elevated experience they expect from this historic company," said Frigerio. "With a substantial Bugatti community already existing in Orange County, the brand's exclusive clientele will have a lot to see when the doors open to the new home of Bugatti Newport Beach."

Irvine Mayor Farrah Khan stopped by the new showroom location to congratulate the Bugatti Newport Beach team and celebrate the start of construction.

Bugatti sales and service are currently available at 44 Auto Center Dr, Irvine, CA 92618.

For more information, please visit <https://www.partner.bugatti/newport-beach/>