



## Press Releases

### The Chiron's production run enters its second half

19 02 2020

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Three years after the first client received their brand new Chiron, production has reached its second half.

### Bugatti Type 13 and Type 35; The Road Racing Legends

14 02 2020

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Everytime one of the striking Bugatti vehicles took its place at the starting line of a race in the 1920s, the spectators could be sure of one thing: This car was going to take the lead.

### Bugatti opens a new showroom in Paris

07 02 2020

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The partner in Paris is the Groupe Schumacher, which has been in the automotive business since 1947, specializing on super and hyper sports cars since the turn of the century.

### Rétromobile - Bugatti Presents "La Maison Pur Sang"

05 02 2020

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Bugatti is launching the new "La Maison Pur Sang" program to enable even better care for the historical vehicles in the future.

### Winkelmann – "Bugatti has some surprises in store for 2020"

22 01 2020

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Looking forward to another eventful and exciting year after a record-breaking 2019

### Alsace – home of Bugatti for 110 years

16 01 2020

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The French region of Alsace has a moving history – just like Bugatti

## Cedric Davy, new COO of Bugatti of the Americas

14 01 2020

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Maurizio Parlato resigns after six years to focus on new endeavours

## Bugatti awards – hyper sports car wins readers’ polls

19 12 2019

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Bugatti hyper sports cars impress several international car juries. The Bugatti Divo and the Bugatti Chiron Super Sport 300+ win three awards.

## Accolades – three design awards for Bugatti's exhibition stand

18 12 2019

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For more than 110 years, Bugatti has stood for exceptional vehicles, technology and design. Added to this now is outstanding trade fair presentation.

## Bugatti Edition “Chiron Noire” – Exclusive special model

29 11 2019

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Bugatti presents the new exclusive edition model “Chiron Noire” as a tribute to the legendary “La Voiture Noire”.

## Aluminium wheels as a Bugatti invention – combining design and technology

08 10 2019

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Ettore Bugatti developed wheels made of aluminium for the first time over 95 years ago

## Change at Bugatti – Finance and Procurement under new management

04 10 2019

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Rico Kreyenberg and Dominique Künzel report to Bugatti President Winkelmann

## Bugatti – a brand of superlatives

01 10 2019

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With the current world record of the Chiron Super Sport 300+, the first car ever to reach a speed of over 300 miles per hour at 304.773 mph (490.484 km/h), Bugatti is once again underlining its technically outstanding performance.

# Bugatti Baby II Revealed at Bugatti's 110<sup>th</sup> Anniversary

17 09 2019

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For the celebration of the 110<sup>th</sup> anniversary of Bugatti, a very special surprise was prepared for the enthusiasts of La Marque: the unveiling of the first Bugatti Baby II prototype.

## Bugatti Chiron Super Sport 300+ – a gift to celebrate the record

09 09 2019

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Bugatti celebrates 110 years in Molsheim, showcasing the new edition model Super Sport 300+

## Grande Fête – 110<sup>th</sup> anniversary of Bugatti is celebrated in Molsheim

09 09 2019

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Historic and current models as well as two premieres in Molsheim

## Grand Tour – Day 5: Paris – Molsheim

07 09 2019

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The grand Tour finds its way back home

## Grand Tour – Day 4: Beaune – Paris

06 09 2019

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The Grand Tour arrives at the French capital

## Grand Tour – Day 3: Aix-en-Provence – Beaune

05 09 2019

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The Patrouille de France celebrates La Marque

## Bugatti world record – Lower Saxony versus Nevada

04 09 2019

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Record attempts depend not just on performance but on location, too

## Grand Tour – Day 2: Monte-Carlo – Aix-en-Provence

04 09 2019

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After having passed Italy and Monaco, the Bugatti Grand Tour enters France

## Grand Tour – Day 1: Milano – Montecarlo

03 09 2019

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23 Bugatti Veyron and Chiron on the road

## Breaking News – Bugatti Chiron breaks 300 mph barrier

02 09 2019

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A near production Bugatti Chiron prototype reaches 304.773 mph for the first time. World record!

## Coachbuilding – Bugatti's extraordinary hyper sports car

30 08 2019

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Bugatti has been a byword for unique specimens and a high level of customisation for 110 years

## Obituary: Ferdinand Piëch

28 08 2019

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Bugatti mourns the automotive history's great patron and ingenious developer.

## Concours d'Elegance – President and Design Director appointed to panel

19 08 2019

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Stephan Winkelmann and Achim Anscheidt representing Bugatti in renowned panel

## Historical Celebration of Modern Bugatti Hyper Sports Cars

18 08 2019

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Following Bugatti's world premiere of the Centodieci for Friday's highlight at The Quail - A Motorsports Gathering, the new Bugatti now joins a unique exhibit at Le Domaine Bugatti.

## Bugatti Centodieci – Exclusive small series in extraordinary design

16 08 2019

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French luxury brand echoes historic super sports car EB110

## New Head of Quality at Bugatti in Molsheim

15 08 2019

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Michael Och has been in charge of Quality Assurance at Bugatti in Molsheim since August

## Bugatti expands its digital newsroom

13 08 2019

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Bugatti is expanding its digital newsroom with additional offerings to coincide with the 110<sup>th</sup> anniversary celebrations.

## Bugatti Classic Cars – EB110 and Veyron increase in value

11 08 2019

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Bugatti vehicles have always been exclusive. But with age their value increases, as shown by an analysis of individual historical vehicles.

## Bugatti History - The Blue Factory in Campogalliano

08 08 2019

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It is there that the Italian Romano Artioli, in the late 1980s, created one of the most modern automotive factories in the world and the most extreme supercar of its time - the Bugatti EB110.

## Loris Biccocchi - Bugatti's High-Speed Expert

05 08 2019

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No other test driver made as many fast miles in Bugatti models as he did

## Bugatti EB110 vs. Chiron – super sports and hyper sports cars compared

31 07 2019

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There are nearly 25 years between the EB110 and the Chiron. But they do have some things in common

## New HR manager at Bugatti in Molsheim

29 07 2019

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Anja Utermark to head the human resources department in Molsheim, France, from 1 August

## The Bugatti EB110 Legend - The First Modern Super Sports Car

19 07 2019

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In 1991, Romano Artioli Created The Fastest Super Sports Car Of Its Time

## 90 years ago: Bugatti wins the Grand Prix of Nations in 1929

12 07 2019

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Chiron easily wins with his Type 35 at the Nürburgring

## A milestone birthday, an inauguration and an event - all encompassed in one car

10 07 2019

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The 200<sup>th</sup> Chiron produced is a Chiron Sport "110 ans Bugatti"

## 40,000 days of Bugatti

08 07 2019

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The Bugatti employees bring the brand to life day after day

## The best of the best in Chantilly

01 07 2019

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La Voiture Noire in the Château de Chantilly

## 90 years Le Mans – Bugatti dominates the French Grand Prix 1929

27 06 2019

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Five Bugatti Type 35 finish in the first six. Williams wins.

## A drive in the park for Bugatti

21 06 2019

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For the fifth edition of the Turin Auto Show, Bugatti exhibits two models in one of Europe's most beautiful parks

## 80 years ago – Bugatti wins 24 Hours of Le Mans

18 06 2019

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In 1939, a Bugatti Type 57 C technically close to the production car surprises in Le Mans

## Bugatti Atelier Molsheim – The Manufacture in Alsace

07 06 2019

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Bugatti hyper sport cars arise from highest quality and manual work lasting for weeks

## Bugatti Veyron legends – the modern-day hyper sports car

29 05 2019

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Twenty years ago Bugatti reinvented the hyper sports car segment with the Veyron

## La Voiture Noire wins Design Award at the Villa d'Este

27 05 2019

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Bugatti presented its unique model at the Concorso d'Eleganza

## Mille Miglia 2019 – Day 4

20 05 2019

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The loop is complete, the Mille Miglia ended this past weekend in the starting city, Brescia. It was the first participation in a pre-war automobile for Herbert Diess, the Chairman of the Board of Management of Volkswagen Group, who was at the controls of the superb Bugatti Type 35B.

## Mille Miglia 2019 – Day 3

18 05 2019

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At the halfway point in Rome, the legendary Mille Miglia race resumes for the second half of the route. Among the beautiful classic cars taking part is the mythical Bugatti Type 35.

## Mille Miglia 2019 – Day 2

17 05 2019

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On this second race day, the classic cars reached the heart of Italy: From Urbino, via Fabriano to Terni, the route went through the most beautiful cities in the Marche and Umbria regions.

## Mille Miglia 2019 – Day 1

16 05 2019

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Mille Miglia, a car race full of myths and legends.

## Bugatti to test Chiron and Chiron Sport on the Paul Ricard Circuit

09 05 2019

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On the road with a Formula 1 racing driver on the race track in southern France

## The legendary Bugatti Type 35 – The world's most successful racing car

06 05 2019

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Ettore Bugatti ushered in the golden years of the 1920s with the Type 35

## 90<sup>th</sup> anniversary of the Targa Florio victory: Bugatti wins fifth consecutive title

02 05 2019

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For many years Bugatti dominated the most important car race of the 1920s

## The Alsatian cultural heritage of Bugatti showcased

26 04 2019

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Bugatti at the Salon Auto-Moto Classic 2019 in Strasbourg

## Interior design: Reduction to the essentials

25 04 2019

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Bugatti has been following a consistent design path for years with the Chiron.

## North American Debut of Chiron Sport “110 ans Bugatti”

17 04 2019

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Bugatti at the New York International Auto Show 2019

## First victory at the First Grand Prix in Monaco in 1929

15 04 2019

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Retrospective: Ninety Years ago Bugatti Won the First Grand Prix in Monaco.

## Bugatti of the Americas' New PR Agency

15 04 2019

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Extension PR to support the communications team.

## Welcome at Home

09 04 2019

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New Bugatti Home Collection premieres at the Milan Furniture Fair 2019.

## Bugatti shines in Dubai

01 04 2019

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Middle East Premieres for “La Voiture Noire” and the Chiron Sport. This week, French hyper sports car manufacturer Bugatti and Al Habtoor Motors Bugatti UAE proudly presented the one-off, “La Voiture Noire”, at an exclusive event in Dubai.



## A new time for Bugatti

20 03 2019

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Today, the French hyper sports car manufacturer Bugatti announced a partnership with Jacob & Co., a leader in complicated timepieces and a renowned diamond and jewelry house, to collaborate on a series of exclusive co-branded products.

## Time to Say “Au Revoir”

18 03 2019

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Bugatti and Parmigiani Fleurier thank each other for long-time partnership.

## Coachbuilding – new interpretation of a long-established tradition

15 03 2019

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Bugatti has been focused on delivering custom-tailored cars and extraordinary individualisation for 110 years.

## Bugatti Baby Reborn: a 110<sup>th</sup> Surprise Birthday Present

11 03 2019

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500 limited-edition junior Bugatti cars built to celebrate the brand's 110<sup>th</sup> anniversary.

## Bugatti celebrates its birthday with a new look

07 03 2019

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Two world premieres, an all-new show stand, and now also a new capsule collection.

## Bugatti “La Voiture Noire” – a one-off car for the anniversary

05 03 2019

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Bugatti develops unique hyper sports car for a Bugatti enthusiast.

## Bugatti: with our history at heart and our eyes on the future

05 03 2019

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Bugatti celebrates its 110<sup>th</sup> anniversary with two world premieres at Geneva Motor Show.

## Bugatti Launches Digital Newsroom

04 03 2019

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The French luxury brand creates a new digital communication platform.

## The Design DNA of the Bugatti Hyper Sports Cars

28 02 2019

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Bugatti has been synonymous to extraordinary vehicles for 110 years.

## The Bugatti Type 57 SC Atlantic – a style icon

22 02 2019

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80 years old, now one of the world's most valuable vehicles.

## Austrian Alpine Ski Legend Meets French Hyper Sports Car

20 02 2019

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For once on wheels, not on skis: Hermann Maier drifts the Bugatti Chiron on snow.

## Bugatti Chiron: “Out of This World”

19 02 2019

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NASA astronaut Jon McBride tests the Chiron at the famous Kennedy Space Center.

## Bugatti Chiron Sport “110 ans Bugatti”: a tribute to France

07 02 2019

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Limited edition of the Chiron celebrating the 110<sup>th</sup> anniversary of the brand.

## Les 110 ans de Bugatti

06 02 2019

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Bugatti kicks off its anniversary celebrations at the Rétromobile 2019.

## Living Bugatti history, and still a great enthusiast

01 02 2019

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Romano Artioli visits Bugatti in Molsheim for the first time.

## Bugatti and its facility manager: the soul of Molsheim

30 01 2019

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Portrait of Patrick Burk, Bugatti's first employee in its modern era.

## Review of the year by Bugatti President Stephan Winkelmann

23 01 2019

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Bugatti looks back on a successful year and forward to the anniversary in 2019.

## Double 110<sup>th</sup> Birthday for Bugatti

15 01 2019

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Jean Bugatti was born today 110 years ago, the same year his father founded the company.

## The Bugatti Type 10: Ettore's first car – how everything began

18 12 2018

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The first real Bugatti, the type 10, was made 110 years ago. A retrospective.

## Bugatti's dominance in 1928

11 12 2018

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90 years since the racing season packed with victories for the Type 35.

## A Christmas between tradition and vision

23 11 2018

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Bugatti Chiron on show at the famous Strasbourg Christmas market.

## A Porsche at Bugatti

20 11 2018

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Dr. Wolfgang Porsche visits the Bugatti premises in Molsheim.

## Two unique cars face-to-face at the Autostadt

16 11 2018

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Exhibition opens with Bugatti Chiron and LEGO® Technic Bugatti Chiron.

## Bugatti and Champagne Carbon toast to their new partnership

15 11 2018

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Champagne Carbon 'EB.01' is going to be revealed.

## Bugatti celebrates European premiere of the Divo in Paris

01 10 2018

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The venue for the first public appearance of the Bugatti Divo on European soil could hardly be more appropriate.  
The Divo is coming home.

## 110 years of Bugatti

26 08 2018

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At the Monterey Car Week, the French luxury brand marks the start of celebrations for its anniversary year  
2019.

## Photo release: Divo World Premiere

26 08 2018

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After its successful unveiling at The Quail – A Motorsports Gathering event on Friday the new Bugatti Divo made a stopover on 17 Mile Drive, a scenic road through Pebble Beach and Pacific Grove on the Monterey Peninsula in California, USA.

## World premiere for the Divo

24 08 2018

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Bugatti unveils its latest model in California at the exclusive event “The Quail – A Motorsports Gathering”.

## Tim Bravo to be new Head of Communications at Bugatti

20 08 2018

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Manuela Hoehne to be responsible for sales and marketing communications of Volkswagen.

## Bugatti reveals the sky: Sky View – the glass roof for the Chiron

25 07 2018

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Bugatti customers can now order their new Chiron with the "Sky View" option and enjoy air and sunlight from above.

## “Happiness is not around the corner. It is the corner.”

10 07 2018

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Bugatti is to launch a strictly limited new model under the name of Divo.

## Bugatti presents the Chiron Sport in Malaysia

05 07 2018

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Today, Bugatti celebrates the premiere of the Chiron Sport in Malaysia. The new sport version of the 1,500 PS super sports car was unveiled by Wearnes Automotive, Bugatti's official dealer partner in Malaysia.

## Asian premiere for the Bugatti Chiron Sport

02 07 2018

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Last weekend at the Fullerton Concours d'Elegance in Singapore, Bugatti celebrated the Asian premiere of the Chiron Sport.

## Where art, engineering and bricks combine

01 06 2018

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LEGO Group and Bugatti Automobiles S.A.S. have today revealed the new LEGO® Technic™ Bugatti Chiron. The 1:8 scale super car will be available from June 1.

## Bugatti opens Toronto showroom with new brand design

31 05 2018

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First dealer in Canada with new showroom design of French super sports car brand.

## Bugatti makes the 100<sup>th</sup> Chiron

23 05 2018

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Bugatti is celebrating the production and delivery of the 100<sup>th</sup> Chiron.

## “Connected Car” à la Bugatti

16 04 2018

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Telemetry for the most exclusive customer concierge service in the automotive world.

## Christian Mastro is new Sales Board Member of Bugatti

09 04 2018

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With effect from the beginning of April 2018, Christian Mastro is the new Member of the Board of Management responsible for Sales, Marketing and Customer Service of Bugatti Automobiles S.A.S.

## New York International Auto Show 2018

23 03 2018

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North American premiere of the new Bugatti Chiron Sport

## Record at Motor Klassik Awards 2018

23 03 2018

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Bugatti Type 57SC Atlantic wins the category "Classics of the 1920s and 1930s" for the fifth time.

## 88<sup>th</sup> Geneva International Motor Show 2018

06 03 2018

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Bugatti presents Chiron Sport as a world premiere.

## GQ Car Award for the Bugatti Chiron

06 02 2018

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"Not only unbelievably fast but also an extremely elegant, technically mature masterpiece".

## Salon Rétromobile Paris 2018

02 02 2018

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Bugatti launches new service campaign for its Veyron customers.

## World premiere: brake caliper from 3-D printer

22 01 2018

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Bugatti develops world's largest titanium functional component produced by additive manufacturing.

## evo Magazine UK chooses Bugatti Chiron as Hypercar of the Year

26 12 2017

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At this year's evo Car of the Year Awards, the Bugatti Chiron was honoured as "Hypercar of the Year".

## Annual target reached: Bugatti delivers 70 Chiron supercars in 2017

21 12 2017

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Bugatti has achieved its target for 2017.

## Dr. Stefan Brungs leaves Bugatti

27 11 2017

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With effect from 1 December 2017, Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service, is leaving the company and the Volkswagen Group at his own wish.

## BBC TopGear Magazine honours Bugatti Chiron as “Hypercar of the Year”

27 11 2017

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At this year’s BBC TopGear Magazine Awards, the Bugatti Chiron was presented with the accolade of “Hypercar of the Year”.

## Stephan Winkelmann to be new President of Bugatti

20 10 2017

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With effect from 1 January 2018, Stephan Winkelmann (53) is to be the President of Bugatti Automobiles S.A.S.

## Bugatti opens Hamburg showroom with new design

20 09 2017

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The French super sports car brand Bugatti now has an exclusive outlet in Hamburg.

## 0-400-0 km/h in 42 seconds: Bugatti Chiron sets world record

11 09 2017

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41.96 seconds for acceleration from a standstill to four hundred kilometres per hour and braking to a standstill.

## Pebble Beach 2017: Bugatti delivers first Chiron to a customer in the United States

20 08 2017

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The Pebble Beach Concours d’Elegance 2017 offers the ideal backdrop for the delivery of the first Bugatti Chiron to a customer in the US.

## Bugatti Certified at “The Quail: A Motorsports Gathering”

18 08 2017

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This year too, Bugatti Automobiles is represented at the exclusive automobile event “The Quail: A Motorsports Gathering”, one of the highlights of the Monterey Car Week currently underway in California.

## Bugatti makes an impressive appearance at the Goodwood Festival of Speed 2017

30 06 2017

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9404 “horses” on 700 square metres of lawn.

## Bugatti London officially welcomes the first Chiron customer car

13 06 2017

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Bugatti London officially welcomes the first Chiron customer car in the United Kingdom.

## Bugatti inaugurates the brand's largest showroom in Dubai

10 05 2017

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Bugatti UAE now with new brand design at new address on Sheikh Zayed Road.

## Motor Klassik Award 2017

05 04 2017

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Bugatti Type 57SC Atlantic wins the category "Classics of the 1920s and 1930s".

## Geneva International Motor Show 2017

19 03 2017

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Bugatti honoured for best stand design.

## Bugatti inaugurates newly designed showroom in Geneva

06 03 2017

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Just before the start of the Geneva International Motor Show, the Bugatti showroom in Geneva is being opened with the new brand design.

## Chiron reaches half-way point

05 03 2017

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Bugatti reports 250<sup>th</sup> order.

## Bugatti delivers first Chiron super sports cars to customers

03 03 2017

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Photo Release

## Tested & Approved by a Champion

24 02 2017

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Football superstar Cristiano Ronaldo gives Bugatti Chiron the green light.



## Salon Rétromobile Paris 2017

08 02 2017

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Bugatti presents two Veyrons from the "Bugatti Certified" programme.

## The Molsheim dream factory

07 02 2017

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A visit to the production facility for the Bugatti Chiron.

## Bugatti opens new showroom in Gstaad

22 12 2016

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In good time for the festive season, a new Bugatti showroom is being opened today.

## Stefan Ellrott to be new Head of Development at Bugatti

19 12 2016

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With effect from 1 January 2017, Stefan Ellrott is to be the new Head of Development and a Member of the Board of Management of Bugatti.

## Bugatti unveils Chiron in Taiwan

15 12 2016

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Today, Bugatti presented its Chiron to the in Taipei.

## Bugatti celebrates premiere of Chiron in Japan

10 11 2016

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Curtains up in Japan for the Bugatti Chiron.

## "The Art of Bugatti" – Unique Bugatti exhibition at the Petersen Automotive Museum, Los Angeles

28 10 2016

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During their next visit to Los Angeles, automobile and design connoisseurs should definitely make a detour to the Petersen Automotive Museum.

## Bugatti Chiron wins sport auto AWARD 2016

14 10 2016

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Readers of German motoring magazine "sport auto" choose Chiron as best imported super sports car.

## Bugatti showroom in Zurich opens with new brand design

13 10 2016

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Bugatti continues with the introduction of its award-winning showroom design.

## Bugatti Chiron on a flying visit to the Fondation Louis Vuitton

24 09 2016

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The Bugatti Chiron at the Fondation Louis Vuitton in Paris.

## Bugatti Brussels opens redesigned showroom

22 09 2016

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Today, Bugatti is celebrating the reopening of its showroom in Brussels in the new brand design.

## Bugatti celebrates premiere of the Chiron in South-East Asia

16 09 2016

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On its world tour, the Bugatti Chiron is now visiting South-East Asia.

## Strong presentation by Bugatti at Concours Chantilly Arts & Elegance Richard Mille 2016

01 09 2016

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Next weekend, automobile connoisseurs will once again be undertaking a pilgrimage to Chantilly near Paris to visit the Concours Chantilly Arts & Elegance Richard Mille.

## US premiere for the Bugatti Vision Gran Turismo

22 08 2016

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The French super sports car brand Bugatti presented its virtual concept for the very first time in America.

## Photo Release: Bugatti Chiron at The Quail: A Motorsports Gathering

19 08 2016

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Premiere of the new Chiron: This Friday, for the first time, Bugatti will be showing the world's fastest, most powerful, most exclusive and most luxurious production super sports car.

## Monterey Car Week 2016: First joint appearance of Bugatti Chiron and Vision Gran Turismo

01 08 2016

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The curtain is raised for the ultimate duo! Bugatti is bringing two automobile highlights to this year's Monterey Car Week in California.

## Bugatti reopens newly designed showroom in London

26 07 2016

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Today, Bugatti is celebrating the reopening of its London showroom.

## Giorgio Armani collaborates with Bugatti on a limited edition line of products

30 06 2016

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Giorgio Armani and renowned luxury car manufacturer Bugatti are pleased to announce their collaboration for the creation of an artisanal capsule collection of small leather goods and refined clothing – Giorgio Armani for Bugatti.

## Goodwood Festival of Speed 2016: Lord March drives the Bugatti Chiron

27 06 2016

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At this year's Goodwood Festival of Speed Lord March, host of the legendary motor sports event, could not resist the opportunity to drive the Bugatti Chiron up the famous "Hill Climb" track.

## Goodwood Festival of Speed 2016: UK premiere of the Bugatti Chiron

24 06 2016

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The venue for its first public appearance in the United Kingdom could hardly be more appropriate for the Bugatti Chiron.

## Bugatti Chiron celebrates its debut in France at the 24 Hours of Le Mans

19 06 2016

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This weekend, Bugatti returned to the venue where the French super sports car brand once celebrated two of the greatest racing triumphs in its history.

## Bugatti enters collaboration with LUISAVIAROMA

15 06 2016

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French luxury car brand Bugatti and LuisaViaRoma, one of the biggest international concept stores, have just signed an exclusive collaboration deal.

## Bugatti Monaco with new address in Monte Carlo Vehicle showroom supplemented by Lifestyle Boutique

11 05 2016

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The Bugatti Chiron, the world's most powerful, fastest, most luxurious and most exclusive production super sports car, is coming to Monaco to celebrate the opening of the French luxury brand's new dealership location at the heart of the principality.

## Bugatti opens Düsseldorf showroom in new design

27 04 2016

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Bugatti customers now have an opportunity to experience the brand world of the French super sports car maker in Düsseldorf.

## 37<sup>th</sup> Vienna Motor Symposium: The new Bugatti Chiron comes to Austria for the first time

26 04 2016

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Vienna is to have an additional attraction for two days – the new Bugatti Chiron.

## Salone Internazionale del Mobile 2016, Milan: Bugatti Automobili S.A.S. and Luxury Living Group launch the Bugatti Home Collection

12 04 2016

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At this year's Salone Internazionale del Mobile in Milan (Italy), Bugatti, the manufacturer of the world's ultimate super sports car.

## Bugatti celebrates US debut of the Chiron

01 04 2016

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Bugatti celebrated the debut of the Chiron in America with an exclusive preview at Christie's in New York City.

## Bugatti opens a new location for luxury automobiles in Munich with a showroom and a lifestyle boutique

17 03 2016

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Today, blue is the colour of Munich when the manufacturer of the world's most powerful, fastest and most exclusive production super sports car opens its dealership in the Bavarian capital.

## Ettore Bugatti launches the Bugatti Chiron capsule collection dedicated to the brand's latest sports car

07 03 2016

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The Ettore Bugatti luxury clothing line is hotting things up with a special capsule collection dedicated to the Bugatti Chiron, the brand's latest super sports car.

## Geneva International Motor Show 2016: Bugatti Chiron – world premiere for the ultimate super sports car

29 02 2016

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Bugatti is celebrating a world premiere at the Geneva International Motor Show: the French luxury brand is unveiling the Bugatti Chiron\*, the most powerful, fastest, most luxurious and most exclusive production super sports car in the world.

## Bugatti inaugurates new showroom in the Netherlands

12 02 2016

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Together with its sales partner in the Netherlands, Pon's Automobielenhandel B.V., Bugatti inaugurated a new showroom at the dealer's headquarters in Leusden on Thursday evening.

## Festival Automobile International Paris 2016: "Grand Prix de la Créativité" for the Bugatti Vision Gran Turismo

27 01 2016

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Bugatti has been awarded the "Grand Prix de la Créativité" at this year's Festival Automobile International Paris for its Bugatti Vision Gran Turismo concept.

## The new Bugatti is to be called Chiron – World Premiere in Geneva in 2016

30 11 2015

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The next Bugatti is to be called Chiron. It will be named after Louis Chiron, a legendary racing driver who won virtually all the major grands prix for the brand in the 1920s and 1930s.

## Mark Vanderloo is the new face of Ettore Bugatti Lifestyle Collection

20 11 2015

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The Ettore Bugatti Lifestyle Collection has a new face.

## Bugatti opens showroom and lifestyle boutique in Tokyo

11 11 2015

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Under the motto of "The Blue of Tokyo" Bugatti celebrated the inauguration of its new showroom in the Japanese capital on Tuesday evening.

## Cannes Corporate Media & TV Awards 2015: Silver Dolphin for Bugatti

19 10 2015

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Bugatti's film celebrating the 10<sup>th</sup> anniversary of the Veyron 16.4 and the presentation of the 450<sup>th</sup> and final vehicle in March this year has won a Silver Dolphin at the 6<sup>th</sup> Cannes Corporate Media & TV Awards 2015.

## Bugatti Opens Showrooms in Manhattan and Miami with New Brand Design

06 10 2015

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Thursday night, Bugatti celebrated two premieres: The dealer partners of the French super sports car brand in New York City and Miami, Manhattan Motorcars and Braman Motors, opened the first showrooms in the world with the new brand design developed by Bugatti for its dealers.

## World premiere at Frankfurt Motor Show 2015: "This is for the fans" Bugatti unveils its Vision Gran Turismo show car

14 09 2015

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A unique show car makes its world debut: Bugatti has transformed its Bugatti Vision Gran Turismo from the virtual world of bytes and pixels into a real carbon-fibre racer specially for the 66<sup>th</sup> International Motor Show (IAA).

## "This is for the fans: Bugatti Vision Gran Turismo" – Show car coming to Frankfurt Motor Show as world premiere

02 09 2015

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Bugatti fans, petrol heads and gamers have reason to look forward to the 66<sup>th</sup> International Motor Show (IAA) in Frankfurt. Specifically for the motor show, Bugatti has transformed a virtual project into tangible reality.

## “This is for the fans” – Bugatti creates its first vehicle for “Vision Gran Turismo”

19 08 2015

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Following the sale of the 450<sup>th</sup> and final Veyron this spring, Bugatti is embarking on a new chapter in its corporate history which is to reach its climax with the presentation of the next Bugatti super sports car.

## Pebble Beach 2015: Bugatti presents successful super sports cars from the company's history

14 08 2015

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Bugatti is set to stage a parade of special vehicles from its history as part of this year's Monterey Car Week (10 to 16 August).

## Bugatti opens new pop-up store in Porto Cervo, Italy

15 07 2015

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French luxury car manufacturer Bugatti, which two years ago launched its own men's and women's clothing and accessories collections, is kicking off the summer with the launch of a new pop-up store in Porto Cervo, Italy, inside the Harrods Prestige Village.

## Bugatti invited to become a member of Comité Colbert

02 07 2015

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The renowned French company association Comité Colbert has decided to adopt the luxury car brand Bugatti as a new full member as of 1 July 2015. Since its foundation in 1954 the main objective of the Paris-based organisation is to promote the “Art de Vivre” of French luxury brands and associated cultural institutions on an international level. Bugatti is the first car manufacturer to be nominated as a full member.

## Oliver Winkes named Head of Marketing at Bugatti

01 07 2015

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Oliver Winkes has been named as new Head of Marketing at Bugatti Automobiles S.A.S. The manager took up his new position at the French luxury brand on 1 June 2015. He will be responsible in future for the collective marketing activity of the brand across the world.

## Bugatti Photo Release: Two world speed record cars at the Nuerburgring

17 05 2015

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Two world speed champions made their powerful appearance yesterday at this year's ADAC Zurich 24h Race at the Nuerburgring, Germany.

## Bugatti at Auto China Volkswagen Group Night 2015

20 04 2015

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As a special tribute to the fans in China and to highlight the importance of the Chinese market, Bugatti presented the fastest production road car in the world at the Volkswagen Group Night, which took place this Sunday on the eve of the first press day of Auto China motor show in Shanghai.

## Bugatti Brand Lifestyle presents Autumn/Winter 2015 Collection

17 04 2015

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Following the successful opening of its debut London flagship boutique in Knightsbridge last year, Bugatti Brand Lifestyle is proud to present the Autumn/Winter 2015 lifestyle collection.

## Techno Classica 2015: Bugatti showcases glamorous highlights spanning three epochs of the company's history

15 04 2015

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Bugatti invites you to a special journey through time at this year's Techno Classica in Essen (15 – 19 April).

## Bugatti strengthens its design team

10 04 2015

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Bugatti has strengthened its core design team, emphasising its commitment to design excellence and creativity in the future. Design Director Achim Anscheidt has filled key design management positions with experienced automotive designers Etienne Salomé, Frank Heyl, and Alexander Selipanov.

## Geneva International Motor Show 2015: Bugatti celebrates the Veyron

02 03 2015

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World première of the 450<sup>th</sup> and final Veyron, the Grand Sport Vitesse "La Finale

## Bugatti sells the last Veyron

23 02 2015

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Bugatti has sold the 450<sup>th</sup> and last Veyron. 16 cylinders, 1,200 PS, a maximum torque of 1,500 Nm, 0 to 100 km/h in 2.5 seconds and a world record speed of 431.072 km/h – these are the figures that describe the magic and uniqueness of the ultimate supercar of the modern era.

## 2015 Salon Rétromobile: Bugatti celebrates all eras of its hundred years of history

03 02 2015

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Bugatti is celebrating over hundred years of history at this year's Salon Rétromobile in Paris (4 – 8 February).



## Off to Doha at 431.072 km/h: Bugatti displays the world's fastest production car at the 2015 Qatar Motor Show

06 01 2015

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Bugatti will be bringing the world's fastest production car to this year's Qatar Motor Show (6–10 February): the Veyron 16.4 Super Sport.

## Bugatti presents its Fall / Winter 2014-15 collection at Milan Men's Fashion Week

10 01 2014

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Having successfully launched its new Lifestyle Collection just a few months ago, Bugatti is now showing its first full collection of men's clothing and accessories for Fall / Winter 2014-15.

## Bugatti opens dealership in Hong Kong

09 01 2014

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Bugatti has opened its first exclusive showroom in Hong Kong creating a dedicated sales representation for the French luxury marque in the Far East and Asia-Pacific region.