



## Bugatti

Bugatti is the brand of a family of artists who distinguished themselves in an environment where other automotive brands were operated by entrepreneurs with a purely technical background. The company founder Ettore Bugatti, born and raised in Milan, Italy, succeeded in uniting this artistic approach with his technical innovations, thus creating the foundation of a design language that was to mould the Bugatti marque. The result has been a series of vehicles far ahead of their time, and which are today numbered amongst the most valuable classic cars in the world. The brand's central philosophy of "Art, Forme, Technique" is a description of its mystique.

Bugatti's history is marked by a host of dazzling automotive masterpieces but also by an unmatched racing record. Although the grand Bugattis such as the 57SC Atlantic or the majestic Royale, are still regarded as superlative, the lightweight, agile and temperamental Type 35, which won Bugatti so many titles, is just as representative of the Bugatti brand.

Still based where the brand was founded more than 100 years ago, in Molsheim (Alsace, France), Bugatti today is an ingenious combination of the artistic roots of its Italian founders, the distinctive understanding of the French for exclusive luxury products and brands as well as the internationally acknowledged German engineering and technological leadership.

The development of the Bugatti Veyron represented one of the greatest technical challenges in automotive history. The success story began in 2005 with the Veyron 16.4 and in 2008 the open-top Veyron 16.4 Grand Sport pulled up alongside the 1,001 PS super sports car. Then, in 2010 the Veyron 16.4 Super Sport with 1,200 PS hit the road, and in 2012 its roadster variant the Veyron 16.4 Grand Sport Vitesse followed.

The Veyron is still setting the standard today: It is the most powerful and fastest production car in the world. In fact, Bugatti holds two speed world records, the Super Sport is the fastest production car in the world with a top speed of 431.072 km/h and the Grand Sport Vitesse is the world's fastest production roadster with a top speed of 408.08 km/h driven with the roof down.

A Bugatti is outstanding in terms of driving dynamics but also in terms of usability. The Veyron combines both these contradicting extremes by itself in the most elegant way – and created a success story for Bugatti: To date all 450 Veyron, the coupés (Veyron 16.4 and the Super Sport), which were limited to 300 units, and the 150 roadster versions (the Grand Sport and the Grand Sport Vitesse) are sold out. So far no other carmaker has managed to successfully market a product that stands for unique top-class technical performance and pure luxury in a comparable price/volume range. An unprecedented chapter in automobile history has reached its climax.

In October 2013, Bugatti launched its Lifestyle Collection as a major step in its brand extension strategy as Bugatti does not only stand for benchmark technology and breath-taking performance, but also for art, design and a sophisticated lifestyle. The new lifestyle collection represents the DNA of the brand, and creates the opportunity to transport the aura and myth of this automotive icon into other aspects of life beyond the automobile. In November 2014, Bugatti opened its first lifestyle boutique worldwide in London, Knightsbridge.

With more than 30 dealerships and service partners in 19 countries, Bugatti is a global player today. The brand has a presence in regions including Europe, North and South America, the Middle East, as well as in Japan, Singapore and China.