



صحافة | Presse | News | 新闻 | npecca | Stampa

Automotive Brand Contest 2016: Bugatti's new showroom design receives award from German Design Council

- **Winner in the "Architecture" category**
- **New showroom design provides visitors to dealerships throughout the world with the unique brand experience that customers and guests enjoy at Bugatti's headquarters in Molsheim, France**
- **Bugatti's development partner is Braunwagner from Aachen**

Molsheim/Paris, September 30, 2016. In connection with the Paris Motor show, the German Design Council yesterday honoured Bugatti's new showroom design. The new CI concept was the winner in the "Architecture" category of this year's Automotive Brand Contest. Bugatti developed its new brand presentation together with Agentur Braunwagner GmbH of Aachen. Ten dealerships of the French super sports car brand have already implemented the new design and others are to follow over the next few months.

"We developed our new showroom concept to provide visitors to dealerships throughout the world with the unique brand experience that customers and guests enjoy at Bugatti's headquarters in Molsheim, France," said Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service, "We have created an exclusive and luxurious atmosphere for customers that focuses on the technical fascination of our brand as well as its long and impressive history."

"We are very pleased about this award from the German Design Council and we would like to thank Braunwagner, our partner in the development of the new CI," Stefan Brungs added.

"Our new showroom design impressively demonstrates the success of our brand at our dealer locations. This is a fundamental investment in the future of the brand and perfectly complements the market launch of the new Chiron¹," the Bugatti Board Member underscored.

The newly designed Bugatti showrooms are easy to recognise: blue, the brand colour of Bugatti, dominates the modern presentation which is defined by prominent lines and clear surfaces, like Bugatti super sports car.

There is a heritage section devoted to the brand values of Bugatti. Three wall-mounted steles each highlight one of the three facets. Each stele has a monitor with films and animations presenting the brand value concerned. The digital content is underscored by impressive exhibits in a presentation area.

Product information and presentations as well as highlights from the history of the Bugatti marque can be called up on a horizontal communication strip running along the wall. In addition, customers can configure their new Bugatti here. The whole system can be controlled intuitively from a tablet after customers have taken a seat in the comfortable lounge area. The lounge features furniture from the Bugatti Brand Lifestyle collection designed especially for the brand's new showrooms and which customers can also purchase. The organically-shaped armchairs are made from the finest leather and blue exposed carbon fibre with high-grade materials and workmanship like those used for a Bugatti super sports car. The sides are decorated by the EB logo. The ceiling light fittings, made from anodised aluminium like that used in the vehicle, and the polished stainless steel door handles, also developed exclusively for Bugatti, are elegant design highlights.

A white brand wall with sweeping curves and adaptable background lighting with Bugatti's red oval logo, the so-called macaron, combines all the elements of the showroom. Framed by a specially developed aluminium section with visual reference to the Bugatti material and form language, it forms the sculptural backdrop to the star of any Bugatti show, the world's most powerful, fastest, most luxurious and most exclusive production super sports car, the Bugatti Chiron.

All the media used in the room can be controlled centrally from a tablet. The background lighting of the brand wall can also be adapted individually or dynamically to create a special atmosphere for events.

The communication hierarchy was developed from the outside to the inside in order to ensure that the brand can also be seen from a distance. This is ensured by a logo pylon in the entrance area as well as the Bugatti logo directly above the door.

The 34 showrooms of Bugatti's global dealer network have areas between 60 and 240 square metres and offer a variety of conditions. In order to meet these requirements, a flexible design was adopted to allow appropriate reactions to local conditions. The use of media and exhibits is also scalable.

"Just as each Bugatti is unique, each showroom is individually designed and offers a highly personal environment for our exclusive clientele," says Stefan Brungs. The special challenge that the creative team at our agency have solved so outstandingly well was to ensure that the brand could be immediately recognised at each location on the basis of its corporate design."

Dealer locations in New York City, Miami, Tokyo, Leusden, Munich, Frankfurt, Düsseldorf, London, Monaco and Brussels already feature the new design. Zürich and Gstaad are due to follow by the end of the year.

The Automotive Brand Contest 2016 was initiated and organised by the German Design Council with headquarters in Frankfurt am Main. The Council is one of the world's leading competence centres for communication and know-how transfer in the design field. The Automotive Brand Contest is the only international design competition for automotive brands and has rapidly become a key event in the industry. In this competition, the German Design Council honours outstanding product and communications design and highlights the fundamental importance of the brand and brand design for the automotive industry. Awards are made in 10 different categories and four special categories covering the entire design spectrum from vehicle design and conception via brand design and multimedia networking to campaigns and events.

About Bugatti

Bugatti Automobiles S.A.S. is the manufacturer of the world's most powerful, fastest, most exclusive and most luxurious production super sports car. Since it was established in 1909, the French luxury brand has had its headquarters at Molsheim, Alsace, where 450 Veyrons were produced from 2005 to 2015 and the new Chiron, which is to appear in a series limited to 500 cars, is to be hand-crafted from the autumn of 2016. With a power output of 1,500 HP, unprecedented for production vehicles, an exceptionally high torque value of 1,600 Nm between 2,000 and 6,000 rpm and a wide variety of technical innovations, the Chiron sets new standards in every respect. More than 200 customers have already ordered their Chiron.

The brand, which has been part of the Volkswagen Group since 1998, employs almost 300 people. With 34 dealers and service partners in 17 countries in Europe, North America and the Middle and Far East, Bugatti is now a global player.

¹ Near-production vehicle without type approval – Directive 1999/94/EEC does not apply

Note:

Images connected with this press release are available in the Bugatti Media Lounge at: www.bugatti.com/medialounge. Registration is required before using the Media Lounge for the first time.

The digital press kit for the Chiron including images can be accessed without a password at this link: www.bugatti.com/chiron-mediakit.

Contacts for media enquiries:

Manuela Höhne
Head of Communications
Bugatti Automobiles S.A.S.
Phone: +49 5361 9 15508
Mobile: +49 1525 888 9167
E-Mail: manuela.hoehne@bugatti.com

Marie-Louise Fritz
Communications
Bugatti Automobiles S.A.S.
Phone: +49 5361 9 15513
Mobile: +49 152 577 054 58
E-Mail: marie-louise.fritz@bugatti.com