

AUTOMOTIVE

Bugatti honors past, propels into future with rebrand

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Bugatti's new corporate design features the initials "EB" a callback to the brand's founder. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is giving its image a revamp with a new push.

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The automaker's new corporate identity revolves around a straightforward concept: "Create the Incomparable." With its latest relaunch, Bugatti is aiming to stay true to its roots while positioning itself to become a wider-reaching brand.

"We did not just create a new look and feel," said Hendrik Malinowski, managing director for sales and marketing at Bugatti, in a statement.

"We analyzed where we came from, the historical connection we intensively referenced to when re-installing the brand and the Veyron in the 2000s," he said. "We evaluated, how did the Chiron change Bugatti's positioning and brand appeal, how did the world change during the last ten years."

Into the future

At the center of Bugatti's rebrand is the promise that as the world evolves, so does the automaker. Evolution does not disregard its rich past, however.

Bugatti remains true to its brand's purpose in that every creation from the automaker is viewed as a true work of art. Bugatti continues to prioritize its founder, Ettore Bugatti's, vision in its craftsmanship, recalling his quote "If comparable, it is no longer Bugatti."



Bugatti will attempt to bring itself into the future by embracing new technologies. Image credit: Bugatti

Through several initiatives, the brand is looking to pivot from an exclusive hyper sports car manufacturer to a wider-reaching luxury brand. Bugatti will be expanding its portfolio outside the automotive sector, mastering new technologies within automotive and more.

Bugatti's new corporate design honors its heritage with a new spirited Bugatti Blue and an "EB" logo with is a callback to its founder's initials.

The rebrand has begun, with partial reveals through Bugatti dealers and the new logo being revealed on social media, stationary and more.

"Technologically we are on the right path to move the brand forward: with bold moves that will keep us ahead of the game," Mr. Malinowski said.

Bugatti has always kept their roster of offerings interesting.

Last year, Bugatti introduced its first collection of smartwatches, the Bugatti Ceramique.

The Bugatti Ceramique Edition One aims to mirror the precision and technology of the Bugatti sports car crafted in Molsheim. Each handmade smartwatch integrates more than 1,000 individual parts working together ([see story](#)).

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