

AUTOMOTIVE

Bugatti sets up shop in Monaco ahead of Grand Prix

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French automaker Bugatti has found a new home in the heart of the French Riviera. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti has found a home in the heart of the French Riviera.

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The company is opening the doors of a new retail space in Monaco. Strategically highlighting a rich history of motorsport activity, the new showroom also happens to grace a road that doubles as part of the Formula One Grand Prix racetrack.

"Bugatti is a natural fit for the Principality of Monaco, delivering the unparalleled prestige, excellence and timeless luxury that the clientele of this region expects," said Hendrik Malinowski, managing director at [Bugatti Automobiles](#), in a statement.

"We are delighted to open our new home in Monaco; these are the very streets that Bugatti made history on long ago and we couldn't imagine a better place to pay homage to our extraordinary heritage and connection to Monaco."

Retail race

On display at the showroom through April 28, a curation of five Bugatti hyper sports cars exhibited by the Car Collection of H.S.H. the Prince of Monaco including a "La Voiture Noire," a "Centodieci," a "Divo" and a "Chiron Pur Sport 'Grand Prix'" model are available for viewing.

Guests of an exclusive opening event were also able to lay eyes on Bugatti's new-to-market "W16 Mistral" model in honor of the occasion.



An exclusive curation of five Bugatti hyper sports cars exhibited by the Car Collection of H.S.H. the Prince of Monaco can be observed on-site through April 28. Image credit: Bugatti

A staple of the Principality for over 35 years, the Bugatti Monaco showroom was created in partnership with Segond Automobiles Group. The automaker shares that an on-site maintenance and servicing facility will be overseen by the company.

"The Bugatti Monaco showroom is in one of the most desirable European venues and is situated in one of the most iconic areas of the city," said Stéphane Colmart, managing director of Segond Automobiles Group, in a statement.

"It is the ideal location from which to welcome customers into the world of Bugatti, a brand renowned for its racing successes and its world-leading craftsmanship," Mr. Colmart said. "We are immeasurably proud to be part of the Bugatti network, with both the showroom and the after-sales center, and are really excited to welcome guests to offer them the ultimate in design, convenience and luxury."



Guests of the automaker witness the new W16 Mistral hyper sports car model at an opening event hosted in Monaco. Image credit: Bugatti

Since the Bugatti storefront is now nestled upon a stretch of the La Rascasse bend that turns into competition territory each spring, racers embarking on their respective routes this year can expect to whiz by.

The Bugatti Type 35B was the model used to win the very first Circuit de Monaco Grand Prix in 1929. Shortly thereafter, racing driver and native resident Louis Chiron would go on to take first place at the Monaco Grand Prix while representing the luxury name in 1931.

Thus, encounters could serve as reminders of how inextricably linked both brand and series are ([see story](#)).