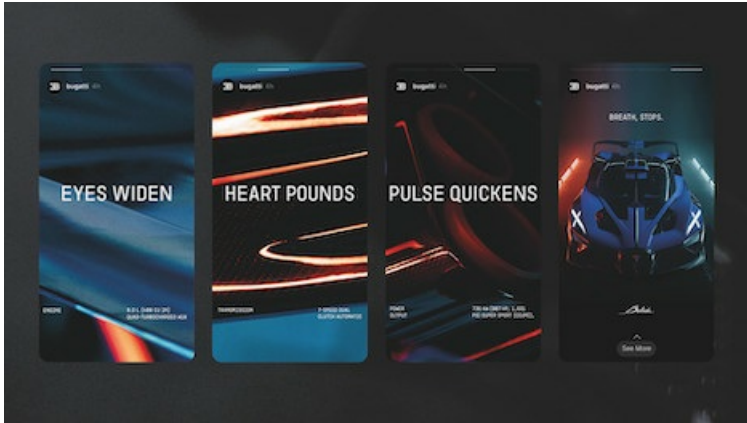


AUTOMOTIVE

Bugatti wins Red Dot Design Award for evolved branding

December 4, 2023



The company's new corporate identity was first revealed to the public at partner showrooms that debuted in July 2022. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is receiving recognition for its recent transformation.

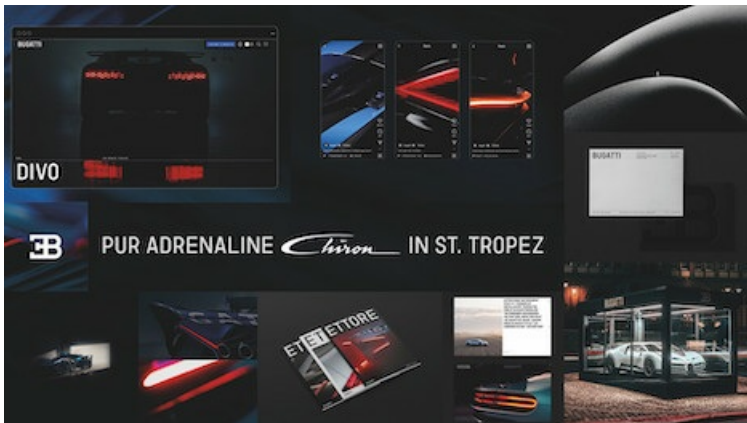
The company has won the Red Dot Design Award for a company rebrand, taking home the “Brand and Communication Design” prize, one of three categories total. Bugatti has been undergoing a refresh since last year, promoting a new corporate identity that is said to encapsulate all-encompassing avant-garde French luxury.

“Bugatti’s new corporate identity is a significant step in unlocking the brand’s potential for growth as an iconic French luxury house that creates matchless customer experiences and continuously redefines the luxury market,” said Hendrik Malinowski, managing director of [Bugatti Automobiles](#), in a statement.

“We are delighted to have been recognized for our work,” Mr. Malinowski said. “It shows that our message transcends our customers and fans, also reaching the global media and prestigious experts of the communications and design fields.”

On the dot

Though Bugatti is continuing its pattern of producing the bespoke motors and unique experiences that it first established over a century ago, the corporation’s external-facing codes have now shifted.



Bugatti has been touting a modernized look since last year. Image credit: Bugatti

New design elements and a “progressive brand feel” across digital and physical points of the business define the update. According to brand representatives, boldness and modernity take the lead.

This new corporate identity was first revealed to the public at partner showrooms that debuted in July 2022 ([see story](#)).

The refresh stands as a commitment to “Create the Incomparable,” the tagline also honored by the Red Dot Award. Run by 50 international jury members, the competition has been around since 1955.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.