An immersive showcase for a new era: Bugatti Geneva opens its new showroom

As Bugatti continues to shape a new era defined by the Tourbillon, its presence in one of Europe's most discerning luxury markets has been elevated through the opening of the new Bugatti Geneva showroom. Created together with regional partner Pegasus Automotive Group, with whom Bugatti has shared a successful relationship since 2024, the new space has been designed to host discerning guests, customers and owners alike in an elegant, immersive vitrine for the marque in the French-speaking region of Switzerland.

Since the partnership's inception two years ago, Bugatti Geneva has rapidly established itself as a trusted home for the marque's community in the region. As almost a dozen Tourbillon customers commissioned their hypercar masterpieces - many in a highly bespoke configuration - within a matter of months, the dealer also oversaw the delivery of its first Bugatti W16 Mistral in June 2025, uniting one of the final expressions of the legendary W16 era with its owner.

The growing strength of Bugatti Geneva extends beyond the boundaries of the showroom, with a state-of-the-art workshop, offering the meticulous aftersales care expected of the Bugatti name. The first service carried out at the end of 2025, several clients have since entrusted Bugatti Geneva with their automobiles for maintenance, including examples of the Veyron, Chiron, Divo and W16 Mistral.

Officially marking the opening of the new showcase in the marque's singularly inimitable style, Bugatti Geneva - represented by Dr Saeed Dana, CEO of Pegasus Automotive Group, and Aissa Linder and Laurent Pernet, respectively COO and CEO of Pegasus Automotive Group Geneva - hosted an exclusive celebration attended by a select group of Bugatti owners, valued partners and senior leadership; Mate Rimac, CEO of Bugatti Rimac, and

Hendrik Malinowski, Managing Director of Bugatti, joining guests for the occasion, coming together to celebrate the partnership of trust and success built with Pegasus Automotive Group in one of the brand's most strategic markets.

A poignant symbol for the bright future of Bugatti Geneva, the Bugatti Tourbillon was presented to the partner's esteemed guests for the first time in Geneva; showcasing a cutting-edge creation inspired by mechanical timelessness, exceptional craftsmanship and an uncompromising pursuit of performance, coming together to represent all that's set to define Bugatti's next chapter.

Surrounding the Tourbillon stood a remarkable collection of Bugatti masterpieces from all eras of the brand, including a legendary Type 35 and an original Baby Bugatti, Veyrons, Chirons, and a W16 Mistral - each representing a distinct expression of the innovation, artistry and engineering excellence that continue to enrich the brand's incomparable legacy.

"Since beginning our relationship with Pegasus Automotive Group in 2024, we have seen the partnership flourish with remarkable energy, dedication and shared ambition. Bugatti Geneva has already played an important role in uniting customers with some of our most extraordinary creations, from the W16 Mistral to the Tourbillon, while also establishing a fully operational service facility capable of caring for the icons that have shaped Bugatti's modern era. Geneva is an important market for Bugatti, upholding an international outlook and close to Bugatti in spirit. With this new space, we now welcome the latest beautiful home for our customers in the region - one that reflects the exceptional experience we strive to deliver all over the world."

Hendrik Malinowski, Managing Director of Bugatti