Bugatti launches official social media channels and mobile app

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Dr. Stefan Brungs, Managing Director of Marketing, Sales and Customer Service said, "We owe this to our fans, clients and employees. Communicating via social media has become as normal as using cell phones. So we have to provide them with the latest news on Bugatti in these media channels."

www.facebook.com/Bugatti

The Bugatti Facebook page provides detailed information on the brand's history as well a s on Bugatti's latest activities and participation in key automotive events. Fans will be pr ovided with photos of Bugatti models in various locations around the world: from Rome an d Cannes to Napa Valley and L.A., Qatar and Dubai. Special highlights are the stunning au tomotive piece of art, the Bugatti Veyron 16.4 Grand Sport L'Or Blanc developed together wit h the Koenigliche Porzellanmanufaktur in Berlin and the Bugatti Veyron 16.4 Super Spo rt, with which Bugatti's Pilote Officiel Pierre-Henri Raphanel set a new land speed reco rd with 431, 072 km/h in June 2010. Since this spring Bugatti also offers a 1,200hp vers ion of the roadster: the Grand Sport Vitesse, which premiered at Geneva Autoshow 2012 . In the following months first Bugatti customers test-drove the Vitesse and then the inte rnational media. The Vitesse "Le Ciel Californien" in a unique Bianco and New Light Blue colour scheme generated a lot of attention in August, when it was presented at the worl

's most important Concours d'Elegance in Pebble Beach. The colour combination has be en inspired by the formerly successful GrandPrix car Type 37A owned by the US Talkma ster Jay Leno. The vehicle was instantly sold, but was shown once again at the Volksw agen Group Night in Paris due to the great interest by the media.

www.twitter.com/Bugatti

Through this channel Bugatti will regularly tweet updates and imagery from key events together with the latest news about major automotive events and test-drives with the car as well as other Bugattisti activities.

www.youtube.com/Bugatti

The Official YouTube channel carries videos featuring the brand and its unique products. It specifically showcases videos from auto shows, driving experiences and other Veyron activities by fans and owners and everyone interested in the brand.

www.flickr.com/Bugatti

On the Flickr channel Bugatti has set up photo albums and - galleries featuring historic and modern models from the birth of the brand to the present day. Visitors and Bugatti fans can easily navigate through the different topics, photo albums and events. The service also offers the possibility to geo-locate photos showing where the Bugatti was photographed in different parts of the world.

Bugatti Auto-Quartett App itunes.apple.com/us/app/bugatti-auto-quar-tett/id516502688 The Bugatti Auto-Quartett is comparable to the card game Top Trumps, and allows contestants to send the brand's legendary sports cars into a multi-round c ompetition in an effort to find the most powerful Bugatti to date. On both, iPad or iPhone, p latforms, this classic card game allows historic sport coupés to go head-to-head against t he world's fastest Veyron sports cars. The Bugatti Auto-Quartett also features cars no longer in production but considered to be living legends in the automotive world. It is av ailable for free on the Apple App store and can be played offline.