Dr. Stefan Brungs named Head of Sales and Marketing for Bugatti

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Bugatti Automobiles SAS announced today that Dr. Stefan Brungs (50) will take over the sales, marketing and aftersales department for the company, beginning October 1. Brungs will succeed Alasdair Moray Stewart (46) who effective immediately will join Bentley Motors Limited as sales and marketing director in the board of executives.

tefan Brungs started his career in the Volkswagen Group as head of the marketing strategy and conception of the Volkswagen brand and in 1997, took over the sales for the Northwest region of Europe. From 1999 to 2004 Brungs ran Bentley's European business as its managing director. During this time, Bentley successfully launched the Continental GT, expanding the brand to a new customer demographic.

Shortly after the Continental GT's successful launch, Brungs was appointed to run the Volkswagen's multibrand sales. In this period, Brungs gave VIP sales a new firm structure and linked it to the other brands of the Group. From 2006 onwards, he was responsible for Volkswagen Group's international fleet management. He built an extensive network to important multinational corporations and intensified the sales efforts in the so-called BRIC markets (Brazil, Russia, India, China).

Dr. Franz-Josef Paefgen, President of Bugatti Automobiles SAS, is confident Brungs will continue the successful work of Alasdair Stewart. Paefgen commented, "During his years at Bentley Mr. Brungs became very familiar with the luxury automotive business. The experience he gathered internationalizing the group fleet management will be an important asset for Bugatti in entering new markets."