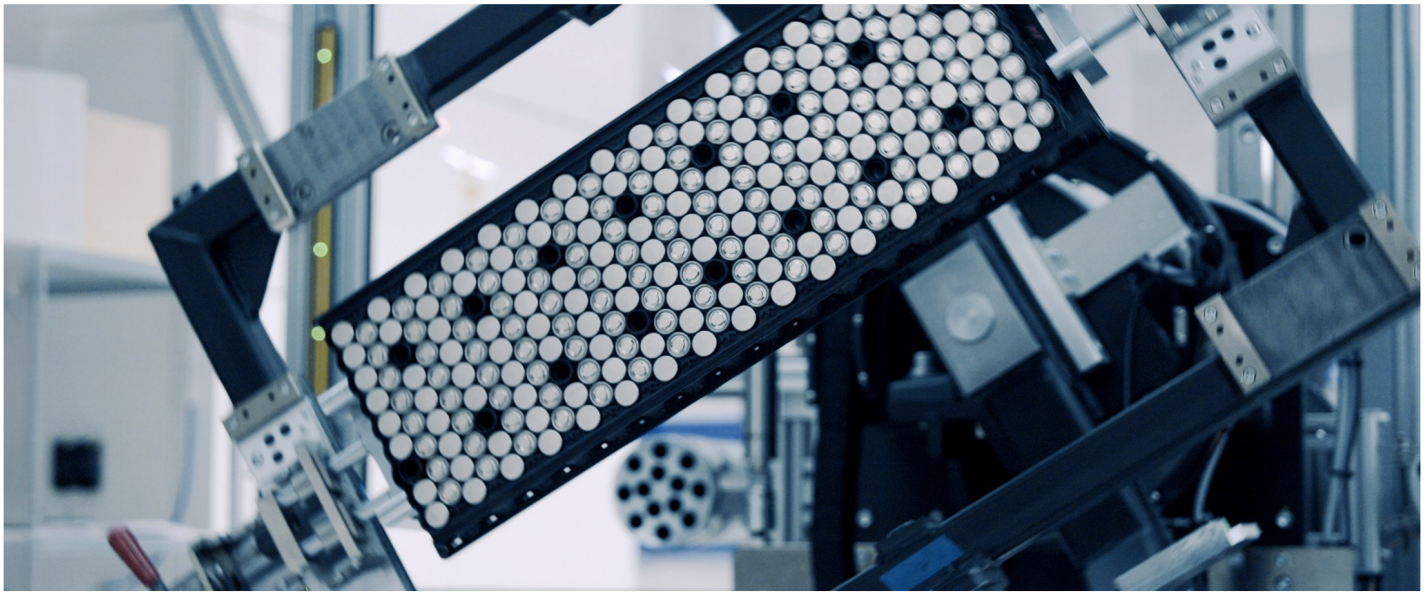
MOLSHEIM
SEPTEMBER 10, 2026

Jan Schmid Named Head of Marketing



BUGATTI announces a change in its marketing leadership as Nicole Auger leaves her role and Jan Schmid becomes the new Head of Marketing.

BUGATTI announces a change in its marketing leadership. Nicole Auger is leaving her position as Head of Marketing, and Jan Schmid will assume the role.

During her tenure, Nicole Auger contributed to the continued development of BUGATTI's marketing activities and the global presentation of the brand. BUGATTI thanks her for her commitment and wishes her every success in the future.

As the new Head of Marketing, Jan Schmid will lead BUGATTI's marketing organization and support the brand's ongoing strategic development. His appointment ensures continuity as BUGATTI continues to strengthen its position at the pinnacle of the automotive industry.