New Sales Record for Bugatti in Greater China: The World-renowned Brand Enjoys Growing Popularity among Chinese Supercar Enthusiast

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"The Bugatti brand has achieved a significant success in the Greater China region this year, no doubt owing in great part to Bugatti's clear brand positioning. Luxurious features, e xtreme performance and perfect design are the main features that distinguish us from o ther luxury supercar brands," said Bugatti Greater China Managing Director Mr. Till Scheer. " With China being one of Bugatti's most important markets worldwide, we introduced Bu gatti's Grand Sport Vitesse for the first time in Asia at the Beijing Auto Show earlier thi s year, and now plan to introduce more of such extreme models in the future to satisfy dem ands from China's supercar enthusiasts."

Following the introduction of Bugatti's Grand Sport Vitesse, the new model has received w ide recognition across the industry. Equipped with an 8.0 liter quad-turbocharged W16 e ngine, the car boasts a maximum output of 1,200 hp and a torque of 1,500 Nm, allowing it t

o race from 0 to 100km/h in 2.6 seconds, and reach a top speed of 410km/h (255mph). T he car's reconfigured chassis, quick-responding dampers, Electronic Stability Program an d the application of an intelligent all-wheel-drive system offer an incredibly dynamic pe rformance, while providing to driver and passengers alike a strong sense of control on th e road. The interior sports an avant-garde feel, featuring predominantly carbon-fiber as well as high-grade metals such as aluminum and magnesium. Everything down to the de tails on the dashboard, leather panel, seatbelts, seat cushions and keyholes bears the ma rks of Bugatti's design, displaying fine craftsmanship and high-quality materials to off er passengers a unique driving experience.

The Bugatti brand has always upheld its own exclusive production philosophy. Its value as brand lies in a unique design concept, a long history of classic sports cars, and an extensive use of handicraft work. Today, the luxury sports car brand's far-reaching r eputation can be attributed not only to its performance, but also to its rich brand history. I n 1909, Ettore Bugatti established Automobiles Ettore Bugatti in France, producing e xclusively sports and luxury cars. Having survived through two world wars, the brand k ept true to its original values, and in 1998 entered a new era following its acquisition by V olkswagen AG. Bugatti now enjoys an unshakable position across the globe in the luxury s upercar segment.