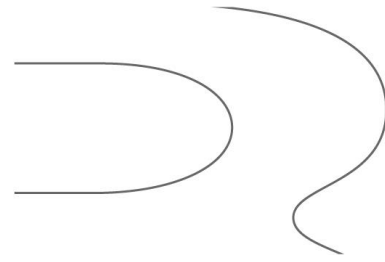


## **THE STORY... BETWEEN INNOVATION AND CONTINUITY**

BUGATTI designs and makes cutlery and small appliances, products for the table and the kitchen, characterized by a **strong culture of innovation** and **original and sophisticated design**. The brand's success derives from its unique style and from its products, where the latest technology fuses with the Italian taste for shape and design, as well as from its way of doing business, where the links with the land and artisans' traditions coexist with the open mind to the contemporary world and its principles: from sharing to sustainability. Thanks to the value of a large team of planners and designers, **BUGATTI has been producing, for more than 90 years, big and small jewels for the home**, interpreting changing tastes and enriching people's daily routines and living spaces. BUGATTI has always been revolutionizing "simple and habitual" daily routines in the home, transforming them into a form of art, a gift, or an emotion to be discovered every day! BUGATTI was founded in Lumezzane (BS) in 1923 by brothers Giuseppe, Giovanni, Faustino, Giacinto and Amadio. Today, the company is still managed by some members of the BUGATTI family. The company's know-how in **cutlery** production is the fingerprint that always has characterized, and still does, all of Bugatti's products. After the initial period of artisan production of cutlery in nickel-silver and silver-plated brass, the company soon obtained the first mechanical tools to improve its products' characteristics and speed up production times. It was the first company in Italy to use the Polak die casting machine, which, in 1928, was used to develop the revolutionary brass - silicon alloy, still known as "Bugatti alloy". It was the first of a long line of innovations, technologies and styles which will put the company firmly on the map in Italy and in Europe, and finally to international markets. It is a continuous and exciting process where the company's deep association with its native land and its family roots combine with technological research, style design and experience sharing. In 90 years of experience, BUGATTI has associated its name with a series of company changes, development and growth steps, talented designers; but mainly it has been able to instill its spirit in a large family of objects, and link its history to the stories of the people who have used and experienced those objects, and who continues to do so every day.

2005, with Diva the espresso coffee machine, marked Bugatti's entry into the **small domestic appliance** market which has become an ever more important sector over the years. The range has grown over the years, with a toaster (Volo), blender (Vela an Vela Evolution), scales (Uma), kettle (Vera and the pure design version of Vera Easy), juicer (Vita), hand blender (Eva) and the coffee machine with instant steam function for the preparation of cappuccinos one after the other without stopping (Diva



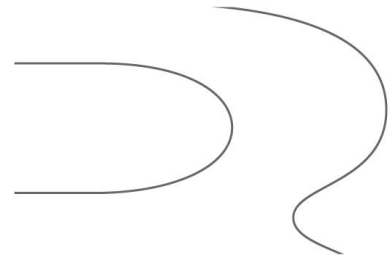
Evolution). All BUGATTI appliances have an exclusive design, and are made of precious materials, giving high functional quality.

Worth a note the **Individual** line, the *limited edition* featuring precious coverings and artistic details finished with masterly craftsmanship, dedicated to those who want even more exclusive items. Individual appliances, expression of a concept of everyday luxury, are real design objects designed for the modern kitchen which borders the living room. Objects to show, with amazing features that open up new possibilities for everyday life.

Another leap forward for a company strong in its roots and with an outlook for the future is the new generation of products born from an idea of Clemente Bugatti. We are talking about **VENTO The Smart Power Blender**, a latest generation power blender with a DC brushless motor certified for professional use; **NOUN The Smart Cooking Appliance**, the revolutionary cooking tool born from the idea of using two heating elements in transparent and highly resistant ceramic glass integrated with a special semiconductor (GTH technology - Glass Tech Hot Semiconductor) to cook in glass transparency; and the **B Chef application, for smartphone and tablets**, where innovation and creativity create a perfect bond. These are highly innovative products that combine performance aspects with health and aesthetic considerations, and give life to a new way of cooking...healthy, perfect and surprising, with emotions to be shared in the era of new technologies. The B Chef application guides and sustains you during preparations, automatically regulating the principal functions of the appliance to guarantee perfect results...this is the IoT, the Internet of Things, smart objects, a real technological and social phenomenon to share the love of cooking. B Chef in your kitchen!

BUGATTI attends to major **international events** dedicated to design. The company grows looking to the future and takes on the challenge knowing how to give the right answers in different marketplaces. Today, **BUGATTI is in over 100 countries and has cemented its valuable role as an ambassador for Italian style around the world**. Since 2012, BUGATTI started a collaboration with IED, Milan. The project aims to bring the training and young people to enterprises and its goals are the research, the identification and the testing of new products and systems related to the world of home and design. Because innovation and design have always been key elements in the BUGATTI philosophy. "Innovation does not come from the market but creates markets; it does not push new technologies, but creates new meanings - is the thinking of Clemente Bugatti, CEO of ILCAR.

**BUGATTI**  
ITALY



*Currently, the **BUGATTI** brand enjoys international renown; it operates in over 100 countries around the world and in the most prestigious department stores, including La Rinascente (Italy), KaDeWe (Germany), Galeries Lafayette (France), Harrods (Uk), Sogo (Hong Kong), Rustan's (Philippines), Lotte-Hyunday (South and Jashanmal (Dubai).*

[www.casabugatti.it](http://www.casabugatti.it)

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