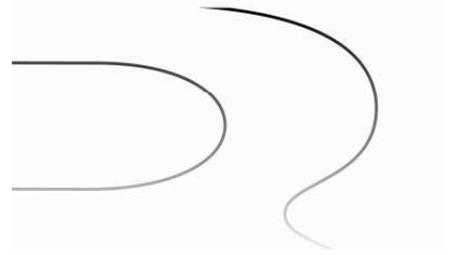


BUGATTI®



Maison&Objet 2014

Paris, 24th-28th January

Ambiente 2014

Frankfurt, 07th-11th February

Salone Internazionale del Mobile – Eurocucina

Milan, 08th-13th April

**HOUSEHOLD APPLIANCES OF THE FUTURE
FOR COOKING AND SHARING WITH TASTE**

BUGATTI research has once again united innovation and exclusiveness to create new products that combine style and the spirit of technology. They open up a new way of living in the kitchen, with taste, emotion and sharing.

The BUGATTI *limited edition* is named **Individual** and features high quality finishes and refined artistic details with intelligent craftsmanship. **Individual** appliances express a concept of daily luxury. They are real, true objects of design created for the modern kitchen that shares space with the living room. All include innovative features that open up new possibilities for daily life.

At *Eurocucina*, BUGATTI will show the **Vera electronic carbon fibre kettle**, available with glossy or matte finishes. The carbon fibre – a material used in many fields, including the automotive industry – gives the appliance a quality finish and strongly technological allure. This carbon fibre kettle, which is already one of the points on the diamond of BUGATTI's home appliances range, confirms the brand's ability to offer products that are always innovative in terms of form and material.

The enhancement of the range does not end with the carbon-fibre kettle, but includes other home appliances. Just as tailor-made clothing is perfectly refined according to the preferences of the wearer, **BUGATTI's Individual home appliances** are finished with **Swarovski crystal combinations** of your choice, like the combination of **Silver Aurora Borealis and Red Siam crystals**. The Aurora Borealis crystals, created in 1956 in collaboration with Christian Dior, provide a unique lighting effect that has made this one of the most popular Swarovski crystal choices. The photographs show the *Vera* kettle and the *Volo* toaster. Many other Swarovski crystal combinations are available as finishes for all the BUGATTI Individual home appliances. Contact us for availability.

If the finishes are the features that make our *Individual* home appliances range unique in the market, it is the technological soul that distinguishes the *Vento* (blender) and *Noun* (toaster/cooker) BUGATTI products, both of which integrate with the new **"B Chef" app for tablets and**

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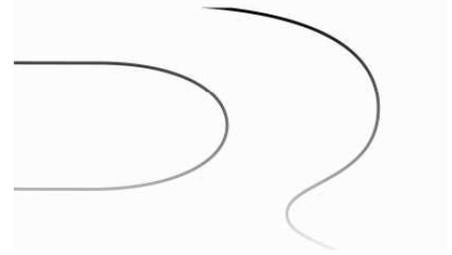


smartphones. Access a set of **recipes** and choose whether to prepare them yourself or with the help of the B Chef app that guides you through each step. **Share recipes** on social networks and invite friends to dinner, and **suggest** your own recipes for adding to the Bugatti database – all this is possible with the intelligent, easy to use B Chef app, which will become your irreplaceable assistant in the kitchen, for results worthy of a pro. The B Chef app is the start of a new generation of **smart home appliances** that are not only beautiful and feature-rich, but also intelligent enough to help you in preparing food, while sharing your love of cooking.

Vento (designed by Andreas Seegatz / Stars_Milano) is a **powerful blender** offering many features and produced from high quality materials that offer maximum performance. Every detail incorporates the BUGATTI philosophy of creating something unique and extraordinary. This new product not only includes the **B Chef app**, which lets you use and interact with the device using digital devices, but also features a **brushless DC motor** that makes it incomparable. This kind of motor is noticeably quieter than traditional AC motors, saves up to 33% in energy consumption, is more durable and is ideal for both domestic and professional uses. Its performance is good enough to be used to prepare many dishes, from smoothies to gluten-free recipes, to create flours, knead, or produce soya milk: light, healthy dishes; dishes for dietary requirements; baby foods, as well as many other recipes for lovers of cooking or for restaurant owners. It operates at the right power level without losing speed while blending and can therefore also mix... and prepare a hot soup, reaching 85° in just 7-8 minutes. The patented Bugatti blade system is stainless steel and designed to provide maximum performance. The durable, BPA-free polycarbonate jug is easy to use, has 4 different positions and can also be used for serving. It is also fitted with a safety system that automatically switches off the blender when the lid is removed from the jug. A proximity touch screen control panel with 7 preset programs, and a joystick to select from up to 60 speeds and pulse options provide the controls. Dimensions: H. 249mm. X 249 X 510mm. Available from October 2014.

Noun (designed by Andreas Seegatz / Stars_Milano) is no mere toaster, but a revolutionary cooking appliance built from a special **transparent glass ceramic** material with an ultra-high resistance semiconductor (using Bugatti's patented **GTH Technology**). A perfect mix of aesthetics, technology and performance, its **FIR Far Infrared** technology provides the high temperatures needed to cook food placed directly onto the transparent surface, such as bread, meat, fish or vegetables, with reduced cooking times thanks to the variable cooking temperature. 80 seconds is all it takes to reach 300 degrees at 1400 Watts. Toast is ready in just 50 seconds. A proximity touch screen control panel lets you operate the device: power on, and functions for heating bagels, defrosting, toasting, toast browning level, and cooking, with temperatures from 100 to 300 degrees. Cooked food can be easily removed from the transparent surface thanks to an automatic elevator. The elements have an aperture that varies from 8mm. to 35mm. and are easily removed for cleaning, and there's also a crumb collection tray. The **B Chef app** lets you interact with the **Noun** using digital devices and share your cooking skills. Dimensions: H. 226 x 535 x 225mm. Available from October 2014.

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***BUGATTI** has become a globally renowned brand, present in over 80 countries around the world and in the most prestigious department stores, like Rinascente and Cargo HighTech (Italy), KaDeWe (Germany), Galeries Lafayette (France), Lane Crawford (Hong Kong), Myer (Australia), Rustan's (Philippines) and Jashanmal (Dubai).*

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