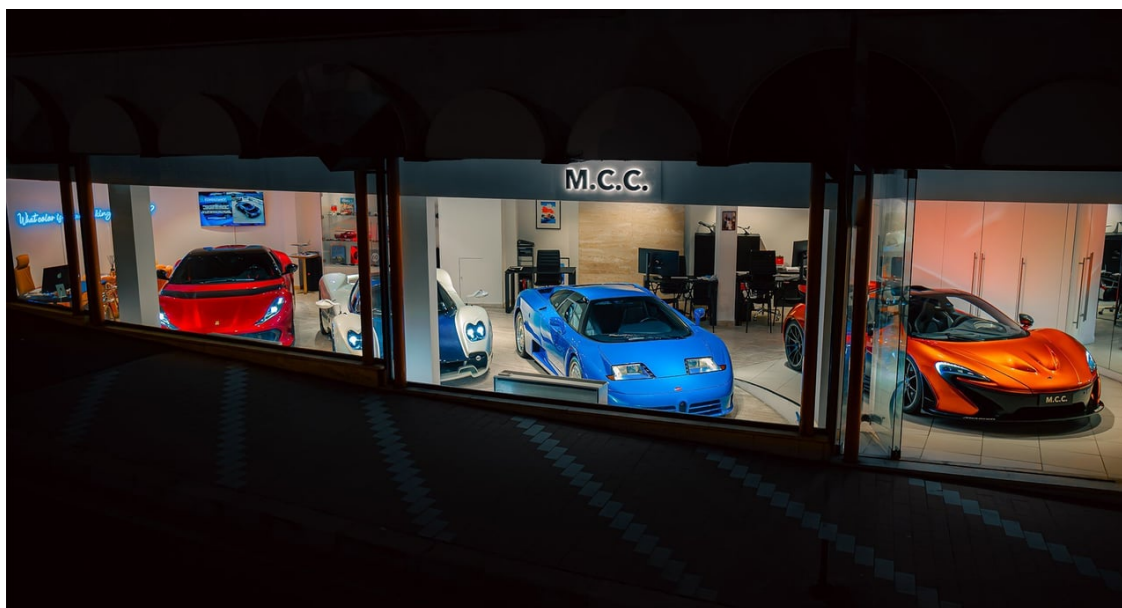


CLASSIC DRIVER

[Welcome to M.C.C. Monaco, the ultimate supercar candy shop](#)

Lead

After bursting onto the scene in 2020, M.C.C. Monaco have showed no signs of stepping off the gas. We caught up with the team to learn more about selling the world's best supercars and classics to the Principality's elite...



The wealth, heritage, motor racing, fashion, and incredible mountain passes that surround Monaco all add to the Principality's exclusivity and charm, and it was only a matter of time before someone paved the way for discerning clients to experience this wonderland in some of the best cars money can buy. That person is Masoud M Abdelhafid and his partners, who established [M.C.C. Monaco](#) in 2020, and have since rapidly become the go-to for luxury vehicles in the Principality.

With the sun beaming down along the seafront, we caught up with Masoud at his impeccable showroom, situated along the Boulevard d'Italie in a state-of-the-art automotive gallery filled with some of the finest models Bugatti, Lamborghini and Ferrari have to offer. While so many car lovers flock to the Principality to catch a glimpse of the rich and famous pulling up outside Casino de Monte Carlo in the latest supercar, we were keen to discover where Masoud's love of the area stemmed from, and how M.C.C. came to be: "Having lived in Monaco for most of my life, I never understood why there wasn't a one stop shop for all these special automobiles in Monaco, they are all hidden collecting dust and their owners are usually heading in the auction direction."



Masoud certainly has a point, while every year a section of the country is converted into a racetrack, a venue that has been a focal point of motorsport since 1929, Monaco's density of car dealerships is somewhat lacking compared to the likes of Dubai or Abu Dhabi. M.C.C. has been stirring up attention with the local automotive enthusiasts and international clients alike since it first laid its roots in the area. The dealership specialises in vehicles that are predominantly limited production examples, race-derived machines or quite simply, true driver's cars. Masoud laughingly states, "It is believed that Monaco has a Bugatti Dealership, however they had one car, we had four! On top of that, we sold our Bugatti Chiron Super Sport 300+, and Veyron Super Sport at world record prices!"



Navigating the ultra-exclusive automotive market is not an easy feat. With demand higher than ever before and competition seemingly lurking around every corner, it takes experience and both a deep understanding of customer's desires, as well as a constant eye on the ever-changing market to remain successful. Masoud and his team bring together their knowledge of the market to remain on top. "Over the years of collecting and handling high profile motorcars, and M.C.C now houses our private collection, as well as purchasing the finest possible stock we can find through our trusted clients, we can guide our customer with honesty and a global perspective, versus just the local market which can sometimes become a little tunnel visioned."



M.C.C. today is nestled in what Masoud prefers to call a "Living Room", as the showroom is by appointment only. His team are constantly busy concentrating on chasing deals, travelling to acquire vehicles, marketing their masterpieces, and preparing a full package experience. As proof, while we spoke, a breathtaking Bugatti Blu over rich Grey leather EB110 GT was delicately placed into the glass-filled showroom, one of just 84 examples ever made and a certified poster car for so many enthusiasts all over the world. Elsewhere between the showroom's mirrored walls sits a sleek Grigio Argento Ferrari 275 GTB/4, boasting an impressive 66,000 kilometers on the odometer, as well as Porsche's true unicorn, the 993-generation 911 GT2.

It's clear to see Masoud and his team adore cars that evoke desire, exclusivity, and savage performance, and when asked about whether he does in fact live and breathe the business, Masoud keeps it simple, "We are open 24/7, there is no 'sorry its Sunday or its after 6pm', when people can afford such vehicles its only normal to go out of your way and provide them with the world-class experience they have come to expect."



While Monaco has become M.C.C.'s playground for buying and selling motoring delights, the brand has also expanded its operations to Switzerland, notably Gstaad as Masoud's childhood friend Giovanni Kollbrunner, former head of a big automotive organisation in Switzerland has joined the team. Masoud continues, "It was only natural for our expansion, as we hold fiduciary agreements, many Swiss customers and love the car culture in Gstaad!" Again, this is something we can certainly agree with Masoud on, Switzerland's car scene is truly unlike any other, and between Monaco and Gstaad, M.C.C. have their fingers firmly on the pulse of the collector car world.

As our time with M.C.C. draws to a close, leaving the mirror-polished hypercars to be snapped up by one of Monaco's elite, we were intrigued to find out what was next for Masoud and his team. He mentioned further expansions were in the pipeline, with a Dubai branch in development, while the expansion of their parallel-formed Private Aviation business M.C.T. continues to satisfy the needs of M.C.C.'s customers and friends!

Gallery

