



The Alsatian cultural heritage of Bugatti showcased

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The Bugatti brand is known all around the world, but it is before anything else French and more precisely Alsatian. It is important to celebrate this heritage, especially when it comes to participating at local or regional events. Therefore, from the 26th to the 28th of April 2019, La Marque will be present at the second Salon Auto-Moto Classic in Strasbourg.

“Bugatti is undeniably part of the French cultural heritage and best represents the Alsatian automobile industry”, explains Stephan Winkelmann, President of Bugatti. “This regional auto show is a great opportunity to show our pride of our roots and identity to the car local enthusiasts, whether they are more interested in classical cars or modern cars.”

In association with the various clubs who help to spread the enthusiasm for the hyper sports cars coming out of Molsheim, next to a selection of historical Bugatti automobiles, the brand will also exhibit three cars from the modern era: a Veyron, a Chiron¹ and a Divo². These automobiles represent perfectly the evolution of La Marque since its return in Molsheim and respect the values of their historical predecessors: performance and easiness to drive, comfort and luxury, elegance and design. Legends like the Bugatti Type 35 or the Bugatti Type 41 Royale, among others, bear witness of this.

By unifying all the historical values of Bugatti, the Veyron pushed the limits of what was possible to do in the automobile industry. It became the first road legal car to break the 400 km/h barrier, paired with an acceleration comparable only to that of a Formula 1 race car and a power output of over 1000 hp. Furthermore, it was comfortable, sophisticated and even suited for a visit to the opera. The Chiron managed the impossible: make the already perfect car even better and this in all facets. It breaks the boundaries between two worlds, manages to incarnate the Beauty and the Beast all in one car. With the last one of the family, the Divo, just as powerful, the performance is shifted more from the longitudinal to the lateral acceleration. The focus here is on a particular element amongst the qualities of a Bugatti, the performance in and around the corners.

The Club Bugatti France and the Association des Enthousiastes Bugatti d’Alsace bring together members of various nationalities and keep the Bugatti tradition and culture alive. This passion throughout the different generations and the unique ultra-high performance are just two of the elements that make of Bugatti an unmatched automobile manufacturer. As Ettore himself said: “If comparable, it is no longer Bugatti.”

PRESS CONTACT

Tim Bravo
Head of Communications
+33 640 151969
tim.bravo@bugatti.com

Nicole Auger
Communications
+49 152 588 888 44
nicole.auger@bugatti.com

¹ CHIRON: Fuel consumption, l/100km: urban 35.2 / extra urban 15.2 / combined 22.5; CO2 emissions (combined), g/km: 516; efficiency class: G*

² DIVO: This model is not subject to Directive 1999/94/EC, as type approval has not yet been granted.

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