



Press Releases

Bugatti Chiron Sport “Les Légendes du Ciel”

24 11 2020

Bugatti is honouring its racing drivers from the “golden decade” with a new edition.

Bugatti Baby II Arrives in North America

23 11 2020

Bugatti and The Little Car Company debut the limited-edition Bugatti Baby II in Southern California

Bugatti Lifestyle – A collection for the little Bugatti enthusiasts

20 11 2020

The new Bugatti Junior collection expresses the brand’s identity through key design and brand elements such as the Bugatti macaron emblem or the French tricolore band.

Stephan Winkelmann additionally becomes the new President and CEO of Automobili Lamborghini S.p.A.

18 11 2020

Bugatti President will perform dual role in future.

Compliance Officer – between investigation and awareness-raising

13 11 2020

Michael Wanke is the person at Bugatti who is in charge of compliance and employee integrity.

Bugatti Speedline – A record-breaking brand

12 11 2020

Numerous records testify to this, as a glimpse into the past shows.

Bugatti new Lifestyle Collection

04 11 2020

A new collection featuring tradition and innovation

Bugatti Chiron Pur Sport – Test drives at the Hockenheimring

22 10 2020

Bugatti customers and journalists can put the new hyper sports car through its paces on the legendary race track in Germany.

Bugatti's "Dare Devils" – combining flying and racing cars

19 10 2020

Uncompromising racing cars and daring pilots. Bugatti is directly associated with numerous historic racing successes, in the glorious Grand Prix days of the brand. Racing cars produced by this French manufacturer from Alsace won several thousand competitions between 1920 and the mid-1930s alone.

The Bugatti "Macaron" badge – a unique component made of silver

15 10 2020

Bugatti has always stood for exclusive hand craftsmanship. How the Macaron, the emblem on every Bugatti radiator is handcrafted.

Exclusive US Roadshow - The Chiron Pur Sport continues its journey through California

01 10 2020

The Bugatti Newport Beach dealer presents the newest hyper sports car from Molsheim in Orange County.

Bugatti and Jacob & Co. – Twin Turbo Furious Bugatti La Montre Noire

24 09 2020

Unique and mystical. The famous Bugatti Type 57 SC Atlantic from the 1930s is considered amongst experts to be a masterpiece of automotive engineering. Only four vehicles were hand-built between 1936 and 1938.

Bugatti Anniversary Tour – Road trip between the past and present

23 09 2020

Double celebrations at Bugatti. 15 years of the Atelier in Molsheim and 30 years of Fabbrica Blu (Blue Factory) in Campogalliano, Italy, two locations which have a special place in the 110-year history of Bugatti.

Bugatti Chiron Pur Sport – Start of the US Roadshow in Los Angeles

22 09 2020

Bugatti's newest hyper sports car starts its tour through the USA

New partnership: “Buben&Zorweg for Bugatti”

17 09 2020

Bugatti and Buben&Zorweg: two fascinating brands embark on a journey together – kindred spirits with very high standards in terms of design, technical perfection and accomplished craftsmanship.

Champagne cuvée from CARBON – Bugatti EB.02 Chiron 300+

16 09 2020

To celebrate the first anniversary of Bugatti’s world speed record, Champagne CARBON is launching a new champagne.

Bugatti in the modern era – 15th anniversary of the Atelier in Molsheim

15 09 2020

Bugatti returned to its traditional location in Alsace in 2005. A place in automotive history that is still magical and unique.

Bugatti Campogalliano – 30 years of Fabbrica Blu

14 09 2020

A torch hung in front of the radiator of the first car. A symbol of rebirth. When on 15 September 1990 exactly 77 pre-war Bugatti cars drove from Molsheim to Campogalliano, it was more than just an excursion.

Bugatti customer care – About the magic of the brand

27 08 2020

Guy Caquelin has been taking good care of customers at Bugatti for 15 years.

Finale of the European Roadshow in Gstaad

24 08 2020

Last presentation of the Pur Sport in Europe before heading to the US.

Bugatti – Changes in the Comité de Direction

21 08 2020

Bugatti President Stephan Winkelmann presents his first line of management.

Bugatti Divo – delivery to customers begins

05 08 2020

Bugatti reinvents coachbuilding with the Divo hyper sport car. After two years of development, the first vehicles are now being delivered.

European Roadshow: Manchester welcomes the Chiron Pur Sport

31 07 2020

Bugatti Manchester designed a pop up showroom to present the newest member of the Chiron family.

The Chiron Pur Sport in the European capital

22 07 2020

The newest Bugatti Chiron was presented in Brussels.

Bugatti's hyper sports cars of extremes from a designer's point of view

21 07 2020

Bugatti designer Frank Heyl talks about the Chiron Pur Sport and Chiron Super Sport 300+.

Bugatti Divo – First customer vehicles just before delivery

20 07 2020

Experts check every Divo in an extensive dynamic approval drive before handover.

Better late than never: The Bugatti Chiron Pur Sport arrived in Geneva

16 07 2020

After the cancellation of its world premiere in March, the Chiron Pur Sport was finally presented in the Swiss city

Bugatti development – perfect temperature control at 400 km/h

10 07 2020

Julia Lemke on the challenges of developing the air conditioning system.

Exclusive European Roadshow: The Chiron Pur Sport excites Switzerland

06 07 2020

The most recent and most extreme Chiron was presented in Zurich.

Exclusive European Roadshow: The Chiron Pur Sport in Frankfurt and Munich

29 06 2020

Two last stops in Germany before the newest member of the Chiron family continues on its tour to Switzerland.

European Roadshow: Bugatti Düsseldorf presents the new Chiron Pur Sport

22 06 2020

On its tour through Europe, the newest member of the Chiron family stopped by Düsseldorf.

Exclusive European roadshow leads the Chiron Pur Sport to Hamburg

15 06 2020

Hamburg showroom presents the latest Chiron family member.

Bugatti Chiron Pur Sport continues its tour through Europe

08 06 2020

London showroom presents the latest Chiron family member.

Bugatti working from home – License Manager Gian Paolo Fanucci

03 06 2020

Paolo Fanucci continues to develop cooperation ideas while working from home.

New Head of Aftersales & Customer Service at Bugatti

02 06 2020

Holger Brandt succeeds David Garcia in Molsheim

Bugatti Chiron Pur Sport on tour through the cities of Europe

25 05 2020

Bugatti presents the new and extreme Chiron Pur Sport for the first time in Paris.

Bugatti working from home - HR manager Anja Utermark

15 05 2020

How the HR boss ensures the best working conditions for the Bugatti workforce.

Ettore Bugatti – perfectionist and inventor

12 05 2020

From five-toed shoes, to special cutlery and the Bébé Bugatti – a little journey through the Bugatti founder's lifework.

Bugatti Divo configuration – made to order on request

07 05 2020

Personal individualization makes every Bugatti Divo unique.

Bugatti working from home – Kostas Psarris and the MEA Region

05 05 2020

How the regional Bugatti representative in MEA keeps operations running from home

Bugatti working from home – Facility Manager Patrick Burk

28 04 2020

Bugatti's first employee continues to look after the site in Molsheim

COVID-19 – Donation of Computers for Online Schooling

24 04 2020

Bugatti contributes to the initiative of 'Fondation Passions Alsace' and 'Librairie LDE'

Bugatti Divo – In the starting blocks

23 04 2020

After two years of development, the hyper sports car will be delivered to customers starting this year

Bugatti working from home – Design Director Achim Anscheidt

22 04 2020

How the Design Director continues to work creatively on the hyper sports cars from home.

History – How the biggest Bugatti collection was returned to France

17 04 2020

He simply adored Bugatti: Fritz Schlumpf had to own as many of the 30 vehicles as possible because he wanted to use them as a basis for establishing the biggest Bugatti collection in existence.

15 years of Bugatti Veyron – how it all began

15 04 2020

The production of the Veyron 16.4 started in 2005. We take a look at what happened years before.

Bugatti working from home – vehicle development continues

14 04 2020

Bugatti has suspended production of its vehicles such as the Chiron and Divo in Molsheim. Nevertheless, many employees are continuing to work from home, taking into account the recommendations of the relevant authorities, international experts and government measures.

Current statement concerning COVID-19

09 04 2020

The COVID-19 pandemic and measures to contain the outbreak are having an unprecedented impact on public life. The current situation affects our team and our work no less than the rest of France, Europe and the world.

Bugatti Legends Type 41 La Royale – A royal vehicle

09 04 2020

With the Type 41 Royale, in 1926, Bugatti presented the strongest, largest and most luxurious automobile in the world, characterized by unimaginable power and opulent equipment. For Ettore Bugatti, the Royale was the culmination of his creation.

Bugatti working from home – Bugatti President Stephan Winkelmann

08 04 2020

How the Bugatti boss is still leading the company in spite of the lockdown.

Bugatti EB110, Veyron, Chiron – The Trilogy of modern Bugatti

31 03 2020

The Bugatti EB110, Veyron and Chiron are seen as milestones in automotive engineering from the 1990s, 2000s and 2010s.

Technological innovations - Bugatti prints trim covers made of titanium

25 03 2020

Bugatti hyper sports cars such as Pur Sport and Super Sport 300+ make use of 3D printing.

Bugatti suspends production – Atelier in Molsheim closed

20 03 2020

Bugatti is suspending production of its hyper sports cars in Molsheim from today, March 20th, 2020. The various necessary regulations implemented by European governments to combat the COVID-19 pandemic make it impossible, amongst other things, to maintain the supply chain of production and spare parts.

The world's most exclusive hyper sports car lineup

19 03 2020

An extraordinary moment in the modern Bugatti era: At its Molsheim headquarters the French luxury manufacturer showcases its whole current spectrum of performance for the first time.

Frank Heyl – the man behind the design of the Super Sport 300+

27 02 2020

Deputy Design Director Frank Heyl lives and breathes design and speed

The Chiron's production run enters its second half

19 02 2020

Three years after the first client received their brand new Chiron, production has reached its second half.

Bugatti Type 13 and Type 35; The Road Racing Legends

14 02 2020

Everytime one of the striking Bugatti vehicles took its place at the starting line of a race in the 1920s, the spectators could be sure of one thing: This car was going to take the lead.

Bugatti opens a new showroom in Paris

07 02 2020

The partner in Paris is the Groupe Schumacher, which has been in the automotive business since 1947, specializing on super and hyper sports cars since the turn of the century.

Rétromobile - Bugatti Presents "La Maison Pur Sang"

05 02 2020

Bugatti is launching the new "La Maison Pur Sang" program to enable even better care for the historical vehicles in the future.

Winkelmann – “Bugatti has some surprises in store for 2020”

22 01 2020

Looking forward to another eventful and exciting year after a record-breaking 2019

Alsace – home of Bugatti for 110 years

16 01 2020

The French region of Alsace has a moving history – just like Bugatti

Cedric Davy, new COO of Bugatti of the Americas

14 01 2020

Maurizio Parlato resigns after six years to focus on new endeavours

Bugatti awards – hyper sports car wins readers’ polls

19 12 2019

Bugatti hyper sports cars impress several international car juries. The Bugatti Divo and the Bugatti Chiron Super Sport 300+ win three awards.

Accolades – three design awards for Bugatti's exhibition stand

18 12 2019

For more than 110 years, Bugatti has stood for exceptional vehicles, technology and design. Added to this now is outstanding trade fair presentation.

Bugatti Edition “Chiron Noire” – Exclusive special model

29 11 2019

Bugatti presents the new exclusive edition model “Chiron Noire” as a tribute to the legendary “La Voiture Noire”.

Aluminium wheels as a Bugatti invention – combining design and technology

08 10 2019

Ettore Bugatti developed wheels made of aluminium for the first time over 95 years ago

Change at Bugatti – Finance and Procurement under new management

04 10 2019

Rico Kreyenberg and Dominique Künzel report to Bugatti President Winkelmann

Bugatti – a brand of superlatives

01 10 2019

With the current world record of the Chiron Super Sport 300+, the first car ever to reach a speed of over 300 miles per hour at 304.773 mph (490.484 km/h), Bugatti is once again underlining its technically outstanding performance.

Bugatti Baby II Revealed at Bugatti's 110th Anniversary

17 09 2019

For the celebration of the 110th anniversary of Bugatti, a very special surprise was prepared for the enthusiasts of La Marque: the unveiling of the first Bugatti Baby II prototype.

Bugatti Chiron Super Sport 300+ – a gift to celebrate the record

09 09 2019

Bugatti celebrates 110 years in Molsheim, showcasing the new edition model Super Sport 300+

Grande Fête – 110th anniversary of Bugatti is celebrated in Molsheim

09 09 2019

Historic and current models as well as two premieres in Molsheim

Grand Tour – Day 5: Paris – Molsheim

07 09 2019

The grand Tour finds its way back home

Grand Tour – Day 4: Beaune – Paris

06 09 2019

The Grand Tour arrives at the French capital

Grand Tour – Day 3: Aix-en-Provence – Beaune

05 09 2019

The Patrouille de France celebrates La Marque

Bugatti world record – Lower Saxony versus Nevada

04 09 2019

Record attempts depend not just on performance but on location, too

Grand Tour – Day 2: Monte-Carlo – Aix-en-Provence

04 09 2019

After having passed Italy and Monaco, the Bugatti Grand Tour enters France

Grand Tour – Day 1: Milano – Montecarlo

03 09 2019

23 Bugatti Veyron and Chiron on the road

Breaking News – Bugatti Chiron breaks 300 mph barrier

02 09 2019

A near production Bugatti Chiron prototype reaches 304.773 mph for the first time. World record!

Coachbuilding – Bugatti's extraordinary hyper sports car

30 08 2019

Bugatti has been a byword for unique specimens and a high level of customisation for 110 years

Obituary: Ferdinand Piëch

28 08 2019

Bugatti mourns the automotive history's great patron and ingenious developer.

Concours d'Elegance – President and Design Director appointed to panel

19 08 2019

Stephan Winkelmann and Achim Anscheidt representing Bugatti in renowned panel

Historical Celebration of Modern Bugatti Hyper Sports Cars

18 08 2019

Following Bugatti's world premiere of the Centodieci for Friday's highlight at The Quail - A Motorsports Gathering, the new Bugatti now joins a unique exhibit at Le Domaine Bugatti.

Bugatti Centodieci – Exclusive small series in extraordinary design

16 08 2019

French luxury brand echoes historic super sports car EB110

New Head of Quality at Bugatti in Molsheim

15 08 2019

Michael Och has been in charge of Quality Assurance at Bugatti in Molsheim since August

Bugatti expands its digital newsroom

13 08 2019

Bugatti is expanding its digital newsroom with additional offerings to coincide with the 110th anniversary celebrations.

Bugatti Classic Cars – EB110 and Veyron increase in value

11 08 2019

Bugatti vehicles have always been exclusive. But with age their value increases, as shown by an analysis of individual historical vehicles.

Bugatti History - The Blue Factory in Campogalliano

08 08 2019

It is there that the Italian Romano Artioli, in the late 1980s, created one of the most modern automotive factories in the world and the most extreme supercar of its time - the Bugatti EB110.

Loris Biccocchi - Bugatti's High-Speed Expert

05 08 2019

No other test driver made as many fast miles in Bugatti models as he did

Bugatti EB110 vs. Chiron – super sports and hyper sports cars compared

31 07 2019

There are nearly 25 years between the EB110 and the Chiron. But they do have some things in common

New HR manager at Bugatti in Molsheim

29 07 2019

Anja Utermark to head the human resources department in Molsheim, France, from 1 August

The Bugatti EB110 Legend - The First Modern Super Sports Car

19 07 2019

In 1991, Romano Artioli Created The Fastest Super Sports Car Of Its Time

90 years ago: Bugatti wins the Grand Prix of Nations in 1929

12 07 2019

Chiron easily wins with his Type 35 at the Nürburgring

A milestone birthday, an inauguration and an event - all encompassed in one car

10 07 2019

The 200th Chiron produced is a Chiron Sport "110 ans Bugatti"

40,000 days of Bugatti

08 07 2019

The Bugatti employees bring the brand to life day after day

The best of the best in Chantilly

01 07 2019

La Voiture Noire in the Château de Chantilly

90 years Le Mans – Bugatti dominates the French Grand Prix 1929

27 06 2019

Five Bugatti Type 35 finish in the first six. Williams wins.

A drive in the park for Bugatti

21 06 2019

For the fifth edition of the Turin Auto Show, Bugatti exhibits two models in one of Europe's most beautiful parks

80 years ago – Bugatti wins 24 Hours of Le Mans

18 06 2019

In 1939, a Bugatti Type 57 C technically close to the production car surprises in Le Mans

Bugatti Atelier Molsheim – The Manufacture in Alsace

07 06 2019

Bugatti hyper sport cars arise from highest quality and manual work lasting for weeks

Bugatti Veyron legends – the modern-day hyper sports car

29 05 2019

Twenty years ago Bugatti reinvented the hyper sports car segment with the Veyron

La Voiture Noire wins Design Award at the Villa d'Este

27 05 2019

Bugatti presented its unique model at the Concorso d'Eleganza

Mille Miglia 2019 – Day 4

20 05 2019

The loop is complete, the Mille Miglia ended this past weekend in the starting city, Brescia. It was the first participation in a pre-war automobile for Herbert Diess, the Chairman of the Board of Management of Volkswagen Group, who was at the controls of the superb Bugatti Type 35B.

Mille Miglia 2019 – Day 3

18 05 2019

At the halfway point in Rome, the legendary Mille Miglia race resumes for the second half of the route. Among the beautiful classic cars taking part is the mythical Bugatti Type 35.

Mille Miglia 2019 – Day 2

17 05 2019

On this second race day, the classic cars reached the heart of Italy: From Urbino, via Fabriano to Terni, the route went through the most beautiful cities in the Marche and Umbria regions.

Mille Miglia 2019 – Day 1

16 05 2019

Mille Miglia, a car race full of myths and legends.

Bugatti to test Chiron and Chiron Sport on the Paul Ricard Circuit

09 05 2019

On the road with a Formula 1 racing driver on the race track in southern France

The legendary Bugatti Type 35 – The world's most successful racing car

06 05 2019

Ettore Bugatti ushered in the golden years of the 1920s with the Type 35

90th anniversary of the Targa Florio victory: Bugatti wins fifth consecutive title

02 05 2019

For many years Bugatti dominated the most important car race of the 1920s

The Alsatian cultural heritage of Bugatti showcased

26 04 2019

Bugatti at the Salon Auto-Moto Classic 2019 in Strasbourg

Interior design: Reduction to the essentials

25 04 2019

Bugatti has been following a consistent design path for years with the Chiron.

North American Debut of Chiron Sport “110 ans Bugatti”

17 04 2019

Bugatti at the New York International Auto Show 2019

First victory at the First Grand Prix in Monaco in 1929

15 04 2019

Retrospective: Ninety Years ago Bugatti Won the First Grand Prix in Monaco.

Bugatti of the Americas' New PR Agency

15 04 2019

Extension PR to support the communications team.

Welcome at Home

09 04 2019

New Bugatti Home Collection premieres at the Milan Furniture Fair 2019.

Bugatti shines in Dubai

01 04 2019

Middle East Premieres for “La Voiture Noire” and the Chiron Sport. This week, French hyper sports car manufacturer Bugatti and Al Habtoor Motors Bugatti UAE proudly presented the one-off, “La Voiture Noire”, at an exclusive event in Dubai.

A new time for Bugatti

20 03 2019

Today, the French hyper sports car manufacturer Bugatti announced a partnership with Jacob & Co., a leader in complicated timepieces and a renowned diamond and jewelry house, to collaborate on a series of exclusive co-branded products.

Time to Say “Au Revoir”

18 03 2019

Bugatti and Parmigiani Fleurier thank each other for long-time partnership.

Coachbuilding – new interpretation of a long-established tradition

15 03 2019

Bugatti has been focused on delivering custom-tailored cars and extraordinary individualisation for 110 years.

Bugatti Baby Reborn: a 110th Surprise Birthday Present

11 03 2019

500 limited-edition junior Bugatti cars built to celebrate the brand's 110th anniversary.

Bugatti celebrates its birthday with a new look

07 03 2019

Two world premieres, an all-new show stand, and now also a new capsule collection.

Bugatti “La Voiture Noire” – a one-off car for the anniversary

05 03 2019

Bugatti develops unique hyper sports car for a Bugatti enthusiast.

Bugatti: with our history at heart and our eyes on the future

05 03 2019

Bugatti celebrates its 110th anniversary with two world premieres at Geneva Motor Show.

Bugatti Launches Digital Newsroom

04 03 2019

The French luxury brand creates a new digital communication platform.

The Design DNA of the Bugatti Hyper Sports Cars

28 02 2019

Bugatti has been synonymous to extraordinary vehicles for 110 years.

The Bugatti Type 57 SC Atlantic – a style icon

22 02 2019

80 years old, now one of the world's most valuable vehicles.

Austrian Alpine Ski Legend Meets French Hyper Sports Car

20 02 2019

For once on wheels, not on skis: Hermann Maier drifts the Bugatti Chiron on snow.

Bugatti Chiron: “Out of This World”

19 02 2019

NASA astronaut Jon McBride tests the Chiron at the famous Kennedy Space Center.

Bugatti Chiron Sport “110 ans Bugatti”: a tribute to France

07 02 2019

Limited edition of the Chiron celebrating the 110th anniversary of the brand.

Les 110 ans de Bugatti

06 02 2019

Bugatti kicks off its anniversary celebrations at the Rétromobile 2019.

Living Bugatti history, and still a great enthusiast

01 02 2019

Romano Artioli visits Bugatti in Molsheim for the first time.

Bugatti and its facility manager: the soul of Molsheim

30 01 2019

Portrait of Patrick Burk, Bugatti's first employee in its modern era.

Review of the year by Bugatti President Stephan Winkelmann

23 01 2019

Bugatti looks back on a successful year and forward to the anniversary in 2019.

Double 110th Birthday for Bugatti

15 01 2019

Jean Bugatti was born today 110 years ago, the same year his father founded the company.

The Bugatti Type 10: Ettore's first car – how everything began

18 12 2018

The first real Bugatti, the type 10, was made 110 years ago. A retrospective.

Bugatti's dominance in 1928

11 12 2018

90 years since the racing season packed with victories for the Type 35.

A Christmas between tradition and vision

23 11 2018

Bugatti Chiron on show at the famous Strasbourg Christmas market.

A Porsche at Bugatti

20 11 2018

Dr. Wolfgang Porsche visits the Bugatti premises in Molsheim.

Two unique cars face-to-face at the Autostadt

16 11 2018

Exhibition opens with Bugatti Chiron and LEGO® Technic Bugatti Chiron.

Bugatti and Champagne Carbon toast to their new partnership

15 11 2018

Champagne Carbon 'EB.01' is going to be revealed.

Bugatti celebrates European premiere of the Divo in Paris

01 10 2018

The venue for the first public appearance of the Bugatti Divo on European soil could hardly be more appropriate.
The Divo is coming home.

110 years of Bugatti

26 08 2018

At the Monterey Car Week, the French luxury brand marks the start of celebrations for its anniversary year
2019.

Photo release: Divo World Premiere

26 08 2018

After its successful unveiling at The Quail – A Motorsports Gathering event on Friday the new Bugatti Divo made a stopover on 17 Mile Drive, a scenic road through Pebble Beach and Pacific Grove on the Monterey Peninsula in California, USA.

World premiere for the Divo

24 08 2018

Bugatti unveils its latest model in California at the exclusive event “The Quail – A Motorsports Gathering”.

Tim Bravo to be new Head of Communications at Bugatti

20 08 2018

Manuela Hoehne to be responsible for sales and marketing communications of Volkswagen.

Bugatti reveals the sky: Sky View – the glass roof for the Chiron

25 07 2018

Bugatti customers can now order their new Chiron with the "Sky View" option and enjoy air and sunlight from above.

“Happiness is not around the corner. It is the corner.”

10 07 2018

Bugatti is to launch a strictly limited new model under the name of Divo.

Bugatti presents the Chiron Sport in Malaysia

05 07 2018

Today, Bugatti celebrates the premiere of the Chiron Sport in Malaysia. The new sport version of the 1,500 PS super sports car was unveiled by Wearnes Automotive, Bugatti's official dealer partner in Malaysia.

Asian premiere for the Bugatti Chiron Sport

02 07 2018

Last weekend at the Fullerton Concours d'Elegance in Singapore, Bugatti celebrated the Asian premiere of the Chiron Sport.

Where art, engineering and bricks combine

01 06 2018

LEGO Group and Bugatti Automobiles S.A.S. have today revealed the new LEGO® Technic™ Bugatti Chiron. The 1:8 scale super car will be available from June 1.

Bugatti opens Toronto showroom with new brand design

31 05 2018

First dealer in Canada with new showroom design of French super sports car brand.

Bugatti makes the 100th Chiron

23 05 2018

Bugatti is celebrating the production and delivery of the 100th Chiron.

“Connected Car” à la Bugatti

16 04 2018

Telemetry for the most exclusive customer concierge service in the automotive world.

Christian Mastro is new Sales Board Member of Bugatti

09 04 2018

With effect from the beginning of April 2018, Christian Mastro is the new Member of the Board of Management responsible for Sales, Marketing and Customer Service of Bugatti Automobiles S.A.S.

New York International Auto Show 2018

23 03 2018

North American premiere of the new Bugatti Chiron Sport

Record at Motor Klassik Awards 2018

23 03 2018

Bugatti Type 57SC Atlantic wins the category "Classics of the 1920s and 1930s" for the fifth time.

88th Geneva International Motor Show 2018

06 03 2018

Bugatti presents Chiron Sport as a world premiere.

GQ Car Award for the Bugatti Chiron

06 02 2018

"Not only unbelievably fast but also an extremely elegant, technically mature masterpiece".

Salon Rétromobile Paris 2018

02 02 2018

Bugatti launches new service campaign for its Veyron customers.

World premiere: brake caliper from 3-D printer

22 01 2018

Bugatti develops world's largest titanium functional component produced by additive manufacturing.

evo Magazine UK chooses Bugatti Chiron as Hypercar of the Year

26 12 2017

At this year's evo Car of the Year Awards, the Bugatti Chiron was honoured as "Hypercar of the Year".

Annual target reached: Bugatti delivers 70 Chiron supercars in 2017

21 12 2017

Bugatti has achieved its target for 2017.

Dr. Stefan Brungs leaves Bugatti

27 11 2017

With effect from 1 December 2017, Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service, is leaving the company and the Volkswagen Group at his own wish.

BBC TopGear Magazine honours Bugatti Chiron as “Hypercar of the Year”

27 11 2017

At this year’s BBC TopGear Magazine Awards, the Bugatti Chiron was presented with the accolade of “Hypercar of the Year”.

Stephan Winkelmann to be new President of Bugatti

20 10 2017

With effect from 1 January 2018, Stephan Winkelmann (53) is to be the President of Bugatti Automobiles S.A.S.

Bugatti opens Hamburg showroom with new design

20 09 2017

The French super sports car brand Bugatti now has an exclusive outlet in Hamburg.

0-400-0 km/h in 42 seconds: Bugatti Chiron sets world record

11 09 2017

41.96 seconds for acceleration from a standstill to four hundred kilometres per hour and braking to a standstill.

Pebble Beach 2017: Bugatti delivers first Chiron to a customer in the United States

20 08 2017

The Pebble Beach Concours d’Elegance 2017 offers the ideal backdrop for the delivery of the first Bugatti Chiron to a customer in the US.

Bugatti Certified at “The Quail: A Motorsports Gathering”

18 08 2017

This year too, Bugatti Automobiles is represented at the exclusive automobile event “The Quail: A Motorsports Gathering”, one of the highlights of the Monterey Car Week currently underway in California.

Bugatti makes an impressive appearance at the Goodwood Festival of Speed 2017

30 06 2017

9404 “horses” on 700 square metres of lawn.

Bugatti London officially welcomes the first Chiron customer car

13 06 2017

Bugatti London officially welcomes the first Chiron customer car in the United Kingdom.

Bugatti inaugurates the brand's largest showroom in Dubai

10 05 2017

Bugatti UAE now with new brand design at new address on Sheikh Zayed Road.

Motor Klassik Award 2017

05 04 2017

Bugatti Type 57SC Atlantic wins the category "Classics of the 1920s and 1930s".

Geneva International Motor Show 2017

19 03 2017

Bugatti honoured for best stand design.

Bugatti inaugurates newly designed showroom in Geneva

06 03 2017

Just before the start of the Geneva International Motor Show, the Bugatti showroom in Geneva is being opened with the new brand design.

Chiron reaches half-way point

05 03 2017

Bugatti reports 250th order.

Bugatti delivers first Chiron super sports cars to customers

03 03 2017

Photo Release

Tested & Approved by a Champion

24 02 2017

Football superstar Cristiano Ronaldo gives Bugatti Chiron the green light.

Salon Rétromobile Paris 2017

08 02 2017

Bugatti presents two Veyrons from the "Bugatti Certified" programme.

The Molsheim dream factory

07 02 2017

A visit to the production facility for the Bugatti Chiron.

Bugatti opens new showroom in Gstaad

22 12 2016

In good time for the festive season, a new Bugatti showroom is being opened today.

Stefan Ellrott to be new Head of Development at Bugatti

19 12 2016

With effect from 1 January 2017, Stefan Ellrott is to be the new Head of Development and a Member of the Board of Management of Bugatti.

Bugatti unveils Chiron in Taiwan

15 12 2016

Today, Bugatti presented its Chiron to the in Taipei.

Bugatti celebrates premiere of Chiron in Japan

10 11 2016

Curtains up in Japan for the Bugatti Chiron.

"The Art of Bugatti" – Unique Bugatti exhibition at the Petersen Automotive Museum, Los Angeles

28 10 2016

During their next visit to Los Angeles, automobile and design connoisseurs should definitely make a detour to the Petersen Automotive Museum.

Bugatti Chiron wins sport auto AWARD 2016

14 10 2016

Readers of German motoring magazine "sport auto" choose Chiron as best imported super sports car.

Bugatti showroom in Zurich opens with new brand design

13 10 2016

Bugatti continues with the introduction of its award-winning showroom design.

Bugatti Chiron on a flying visit to the Fondation Louis Vuitton

24 09 2016

The Bugatti Chiron at the Fondation Louis Vuitton in Paris.

Bugatti Brussels opens redesigned showroom

22 09 2016

Today, Bugatti is celebrating the reopening of its showroom in Brussels in the new brand design.

Bugatti celebrates premiere of the Chiron in South-East Asia

16 09 2016

On its world tour, the Bugatti Chiron is now visiting South-East Asia.

Strong presentation by Bugatti at Concours Chantilly Arts & Elegance Richard Mille 2016

01 09 2016

Next weekend, automobile connoisseurs will once again be undertaking a pilgrimage to Chantilly near Paris to visit the Concours Chantilly Arts & Elegance Richard Mille.

US premiere for the Bugatti Vision Gran Turismo

22 08 2016

The French super sports car brand Bugatti presented its virtual concept for the very first time in America.

Photo Release: Bugatti Chiron at The Quail: A Motorsports Gathering

19 08 2016

Premiere of the new Chiron: This Friday, for the first time, Bugatti will be showing the world's fastest, most powerful, most exclusive and most luxurious production super sports car.

Monterey Car Week 2016: First joint appearance of Bugatti Chiron and Vision Gran Turismo

01 08 2016

The curtain is raised for the ultimate duo! Bugatti is bringing two automobile highlights to this year's Monterey Car Week in California.

Bugatti reopens newly designed showroom in London

26 07 2016

Today, Bugatti is celebrating the reopening of its London showroom.

Giorgio Armani collaborates with Bugatti on a limited edition line of products

30 06 2016

Giorgio Armani and renowned luxury car manufacturer Bugatti are pleased to announce their collaboration for the creation of an artisanal capsule collection of small leather goods and refined clothing – Giorgio Armani for Bugatti.

Goodwood Festival of Speed 2016: Lord March drives the Bugatti Chiron

27 06 2016

At this year's Goodwood Festival of Speed Lord March, host of the legendary motor sports event, could not resist the opportunity to drive the Bugatti Chiron up the famous "Hill Climb" track.

Goodwood Festival of Speed 2016: UK premiere of the Bugatti Chiron

24 06 2016

The venue for its first public appearance in the United Kingdom could hardly be more appropriate for the Bugatti Chiron.

Bugatti Chiron celebrates its debut in France at the 24 Hours of Le Mans

19 06 2016

This weekend, Bugatti returned to the venue where the French super sports car brand once celebrated two of the greatest racing triumphs in its history.

Bugatti enters collaboration with LUISAVIAROMA

15 06 2016

French luxury car brand Bugatti and LuisaViaRoma, one of the biggest international concept stores, have just signed an exclusive collaboration deal.

Bugatti Monaco with new address in Monte Carlo Vehicle showroom supplemented by Lifestyle Boutique

11 05 2016

The Bugatti Chiron, the world's most powerful, fastest, most luxurious and most exclusive production super sports car, is coming to Monaco to celebrate the opening of the French luxury brand's new dealership location at the heart of the principality.

Bugatti opens Düsseldorf showroom in new design

27 04 2016

Bugatti customers now have an opportunity to experience the brand world of the French super sports car maker in Düsseldorf.

37th Vienna Motor Symposium: The new Bugatti Chiron comes to Austria for the first time

26 04 2016

Vienna is to have an additional attraction for two days – the new Bugatti Chiron.

Salone Internazionale del Mobile 2016, Milan: Bugatti Automobili S.A.S. and Luxury Living Group launch the Bugatti Home Collection

12 04 2016

At this year's Salone Internazionale del Mobile in Milan (Italy), Bugatti, the manufacturer of the world's ultimate super sports car.

Bugatti celebrates US debut of the Chiron

01 04 2016

Bugatti celebrated the debut of the Chiron in America with an exclusive preview at Christie's in New York City.

Bugatti opens a new location for luxury automobiles in Munich with a showroom and a lifestyle boutique

17 03 2016

Today, blue is the colour of Munich when the manufacturer of the world's most powerful, fastest and most exclusive production super sports car opens its dealership in the Bavarian capital.

Ettore Bugatti launches the Bugatti Chiron capsule collection dedicated to the brand's latest sports car

07 03 2016

The Ettore Bugatti luxury clothing line is hotting things up with a special capsule collection dedicated to the Bugatti Chiron, the brand's latest super sports car.

Geneva International Motor Show 2016: Bugatti Chiron – world premiere for the ultimate super sports car

29 02 2016

Bugatti is celebrating a world premiere at the Geneva International Motor Show: the French luxury brand is unveiling the Bugatti Chiron*, the most powerful, fastest, most luxurious and most exclusive production super sports car in the world.

Bugatti inaugurates new showroom in the Netherlands

12 02 2016

Together with its sales partner in the Netherlands, Pon's Automobiellhandel B.V., Bugatti inaugurated a new showroom at the dealer's headquarters in Leusden on Thursday evening.

Festival Automobile International Paris 2016: "Grand Prix de la Créativité" for the Bugatti Vision Gran Turismo

27 01 2016

Bugatti has been awarded the "Grand Prix de la Créativité" at this year's Festival Automobile International Paris for its Bugatti Vision Gran Turismo concept.

The new Bugatti is to be called Chiron – World Premiere in Geneva in 2016

30 11 2015

The next Bugatti is to be called Chiron. It will be named after Louis Chiron, a legendary racing driver who won virtually all the major grands prix for the brand in the 1920s and 1930s.

Mark Vanderloo is the new face of Ettore Bugatti Lifestyle Collection

20 11 2015

The Ettore Bugatti Lifestyle Collection has a new face.

Bugatti opens showroom and lifestyle boutique in Tokyo

11 11 2015

Under the motto of "The Blue of Tokyo" Bugatti celebrated the inauguration of its new showroom in the Japanese capital on Tuesday evening.

Cannes Corporate Media & TV Awards 2015: Silver Dolphin for Bugatti

19 10 2015

Bugatti's film celebrating the 10th anniversary of the Veyron 16.4 and the presentation of the 450th and final vehicle in March this year has won a Silver Dolphin at the 6th Cannes Corporate Media & TV Awards 2015.

Bugatti Opens Showrooms in Manhattan and Miami with New Brand Design

06 10 2015

Thursday night, Bugatti celebrated two premieres: The dealer partners of the French super sports car brand in New York City and Miami, Manhattan Motorcars and Braman Motors, opened the first showrooms in the world with the new brand design developed by Bugatti for its dealers.

World premiere at Frankfurt Motor Show 2015: "This is for the fans" Bugatti unveils its Vision Gran Turismo show car

14 09 2015

A unique show car makes its world debut: Bugatti has transformed its Bugatti Vision Gran Turismo from the virtual world of bytes and pixels into a real carbon-fibre racer specially for the 66th International Motor Show (IAA).

"This is for the fans: Bugatti Vision Gran Turismo" – Show car coming to Frankfurt Motor Show as world premiere

02 09 2015

Bugatti fans, petrol heads and gamers have reason to look forward to the 66th International Motor Show (IAA) in Frankfurt. Specifically for the motor show, Bugatti has transformed a virtual project into tangible reality.

“This is for the fans” – Bugatti creates its first vehicle for “Vision Gran Turismo”

19 08 2015

Following the sale of the 450th and final Veyron this spring, Bugatti is embarking on a new chapter in its corporate history which is to reach its climax with the presentation of the next Bugatti super sports car.

Pebble Beach 2015: Bugatti presents successful super sports cars from the company's history

14 08 2015

Bugatti is set to stage a parade of special vehicles from its history as part of this year's Monterey Car Week (10 to 16 August).

Bugatti opens new pop-up store in Porto Cervo, Italy

15 07 2015

French luxury car manufacturer Bugatti, which two years ago launched its own men's and women's clothing and accessories collections, is kicking off the summer with the launch of a new pop-up store in Porto Cervo, Italy, inside the Harrods Prestige Village.

Bugatti invited to become a member of Comité Colbert

02 07 2015

The renowned French company association Comité Colbert has decided to adopt the luxury car brand Bugatti as a new full member as of 1 July 2015. Since its foundation in 1954 the main objective of the Paris-based organisation is to promote the “Art de Vivre” of French luxury brands and associated cultural institutions on an international level. Bugatti is the first car manufacturer to be nominated as a full member.

Oliver Winkes named Head of Marketing at Bugatti

01 07 2015

Oliver Winkes has been named as new Head of Marketing at Bugatti Automobiles S.A.S. The manager took up his new position at the French luxury brand on 1 June 2015. He will be responsible in future for the collective marketing activity of the brand across the world.

Bugatti Photo Release: Two world speed record cars at the Nuerburgring

17 05 2015

Two world speed champions made their powerful appearance yesterday at this year's ADAC Zurich 24h Race at the Nuerburgring, Germany.

Bugatti at Auto China Volkswagen Group Night 2015

20 04 2015

As a special tribute to the fans in China and to highlight the importance of the Chinese market, Bugatti presented the fastest production road car in the world at the Volkswagen Group Night, which took place this Sunday on the eve of the first press day of Auto China motor show in Shanghai.

Bugatti Brand Lifestyle presents Autumn/Winter 2015 Collection

17 04 2015

Following the successful opening of its debut London flagship boutique in Knightsbridge last year, Bugatti Brand Lifestyle is proud to present the Autumn/Winter 2015 lifestyle collection.

Techno Classica 2015: Bugatti showcases glamorous highlights spanning three epochs of the company's history

15 04 2015

Bugatti invites you to a special journey through time at this year's Techno Classica in Essen (15 – 19 April).

Bugatti strengthens its design team

10 04 2015

Bugatti has strengthened its core design team, emphasising its commitment to design excellence and creativity in the future. Design Director Achim Anscheidt has filled key design management positions with experienced automotive designers Etienne Salomé, Frank Heyl, and Alexander Selipanov.

Geneva International Motor Show 2015: Bugatti celebrates the Veyron

02 03 2015

World première of the 450th and final Veyron, the Grand Sport Vitesse "La Finale

Bugatti sells the last Veyron

23 02 2015

Bugatti has sold the 450th and last Veyron. 16 cylinders, 1,200 PS, a maximum torque of 1,500 Nm, 0 to 100 km/h in 2.5 seconds and a world record speed of 431.072 km/h – these are the figures that describe the magic and uniqueness of the ultimate supercar of the modern era.

2015 Salon Rétromobile: Bugatti celebrates all eras of its hundred years of history

03 02 2015

Bugatti is celebrating over hundred years of history at this year's Salon Rétromobile in Paris (4 – 8 February).

Off to Doha at 431.072 km/h: Bugatti displays the world's fastest production car at the 2015 Qatar Motor Show

06 01 2015

Bugatti will be bringing the world's fastest production car to this year's Qatar Motor Show (6–10 February): the Veyron 16.4 Super Sport.

Manuela Hoehne provisional Director of Communications of Bugatti

16 12 2014

Bugatti has today announced that Manuela Hoehne will take over the position as provisional Director of Communications of Bugatti, effective 5 January 2015.

World's first Bugatti lifestyle boutique opens in London

12 11 2014

The British capital will be lit up in the traditional blue of Bugatti today (Wednesday).

Bugatti appoints new dealership in Japan

04 11 2014

Bugatti has appointed the AOI Group as its official sales and service partner in Japan.

Automotive Brand Contest 2014: Bugatti customer magazine etto receives award from German Design Council

03 10 2014

The German Design Council bestowed a special award on the Bugatti customer magazine in this year's Automotive Brand Contest.

Mondial de l'Automobile Paris: Bugatti presents final Legends model „Ettore Bugatti“ at Volkswagen Group Night

01 10 2014

As a European premiere Bugatti is showing the sixth and final model of its Edition „Les Légendes de Bugatti“ at the Volkswagen Group Night on the eve of the Paris Motor Show, Mondial de l'Automobile Paris.

Bugatti presents Grand Sport Vitesse “1 of 1” in Pebble Beach

18 08 2014

Bugatti presented a special car, the Veyron 16.4 Grand Sport Vitesse1 “1 of 1”, on Saturday in Pebble Beach, California.

Bugatti launches Lifestyle Capsule Collection “Bugatti Legends”

17 08 2014

On the occasion of the once-in-a-lifetime-presentation of the complete “Les Légendes de Bugatti” Edition at “The Quail: A Motorsports Gathering” and the Pebble Beach Concours d’Elegance this weekend, Bugatti unveiled its latest lifestyle capsule collection dedicated to the successful series of special cars, which honors key personalities and vehicles from the company’s history.

A meeting of legends in California: Bugatti presents all six models from its “Les Légendes de Bugatti” edition

15 08 2014

When thousands of automobile enthusiasts arrive in Monterey, California to attend at the well-known events including “The Quail: A Motorsports Gathering” and the 2014 Pebble Beach Concours d’Elegance, they will admire and enjoy beautiful, older collectibles and exclusive, luxurious new vehicles, while a very special and unique presentation awaits them.

Pebble Beach: Bugatti celebrates the world première of the final Legend “Ettore Bugatti”

07 08 2014

As part of the Monterey Car Week (11 – 17 August), Bugatti is celebrating the conclusion of its “Les Légendes de Bugatti” edition (Bugatti Legends)

Dr Jörg Mull new Managing Director of Finance of Bugatti

25 07 2014

Dr Jörg Mull, Executive Vice President Finance at Volkswagen Group China, will become the new Managing Director of Finance of Bugatti Automobiles S.A.S., Molsheim effective from September 1. Dr Mull succeeds Jan-Henrik Lafrentz, who will leave Bugatti on August 31.

Bugatti presents the new advertising campaign for its EB – Ettore Bugatti Collection Fall/Winter 2014/15

21 07 2014

The snow-covered peaks of the exclusive Courchevel 1850 ski resort set the scene for a new advertising campaign from Bugatti, launching its “EB – Ettore Bugatti Collection” Fall/Winter 2014/15.

Bugatti presents highlights of automotive history at the 6th Schloss Bensberg Classics

16 07 2014

At this year’s 6th successive Schloss Bensberg Classics event on 18-20 July, Bugatti will be exhibiting no fewer than three of the most noteworthy highlights in the brand’s more than 100-year history.

Bugatti took the lead at the Nuerburgring 24 Hours Race

23 06 2014

Last weekend at the Nuerburgring 24 Hours Race, the French super sports car brand, Bugatti, took the lead and made its powerful appearance at the toughest endurance race in the world.

Mille Miglia 2014: Bugatti participates in legendary rally with Type 35 and Type 51

13 05 2014

Bugatti is sending two of its most successful historic racing cars to this year's Mille Miglia: a Type 35 and a Type 51. Additionally, a current model of the long-established French brand will be represented on the legendary 1,000-mile race from Brescia to Rome and back with the Bugatti Veyron 16.4 Grand Sport Vitesse.

Dürheimer to head Bugatti

15 04 2014

Wolfgang Dürheimer, General Representative of the Volkswagen Group responsible for motorsport, is to become President of Bugatti Automobiles S.A.S. with effect from June 1, 2014.

"Les Légendes de Bugatti": World premiere for "Black Bess" at Auto China Beijing 2014

10 04 2014

With its fifth model in the six-part "Les Légendes de Bugatti" (Bugatti Legends) Edition, Bugatti has revived the legendary Type 18 "Black Bess", which went down in automotive history as one of the first ever street legal super sports cars.

Techno Classica 2014: Bugatti launches "Bugatti Certified" quality programme

25 03 2014

French luxury brand Bugatti will officially launch a new quality programme developed for customer vehicles, at the Techno Classica show for vintage, classic and prestige vehicles in Essen, Germany, (26 – 30 March).

Successful Geneva Motor Show for Bugatti: Legends Vitesse „Rembrandt Bugatti“ is sold out

10 03 2014

Bugatti is celebrating a successful Geneva Motor Show (6 – 16 March) just a few days after the show started.

“Les Légendes de Bugatti”: World première of the “Rembrandt Bugatti” at the Geneva International Motor Show

03 03 2014

Bugatti is continuing its six-part edition series, “Les Légendes de Bugatti”, at the Geneva International Motor Show (6–16 March) to honour some of the more important people in the company’s history.

Successful Bugatti Legends: All three model series presented so far in the six-part edition “Les Légendes de Bugatti” have been sold

27 02 2014

All nine vehicles of the three models presented so far in the “Les Légendes de Bugatti” edition have been sold.

Manuela Hoehne becomes new spokesperson for Bugatti

26 02 2014

Manuela Hoehne has been appointed spokesperson for the Bugatti brand as of 1 March 2013.

Maurizio Parlato appointed new Chief Operating Officer (COO) of Bugatti of the Americas

25 02 2014

Maurizio Parlato has been appointed Chief Operating Officer (COO) of Bugatti in America.

Bugatti opens a new showroom in Qatar

20 02 2014

Bugatti is opening a new brand showroom in Qatar.

Qatar International Motor Show 2014: International show première for the Bugatti Veyron 16.4 Grand Sport Vitesse “Lang Lang”

18 02 2014

For the first time at an international motor show, Bugatti presents an exclusive variant of the Veyron 16.4 Grand Sport Vitesse: Visitors to the Qatar International Motor Show from 21 to 25 February will have the opportunity to marvel at the Grand Sport Vitesse “Lang Lang”, designed by the French supersports car brand in honour of the Chinese star pianist.

Marcus Korbach appointed as new Regional Director of Bugatti for the Middle and Far East

07 02 2014

Bugatti has appointed Marcus Korbach as the new Regional Director for the Middle and Far East.

Bugatti at Rétromobile 2014: paying tribute to the Veyron

03 02 2014

Bugatti is celebrating the Veyron.

Bugatti presents its Fall / Winter 2014-15 collection at Milan Men's Fashion Week

10 01 2014

Having successfully launched its new Lifestyle Collection just a few months ago, Bugatti is now showing its first full collection of men's clothing and accessories for Fall / Winter 2014-15.

Barrett-Jackson partners with Make-A-Wish® and Bugatti to benefit future wish kids

10 01 2014

Make-A-Wish® Arizona has announced a partnership with the Barrett-Jackson Auction Company

Bugatti opens dealership in Hong Kong

09 01 2014

Bugatti has opened its first exclusive showroom in Hong Kong creating a dedicated sales representation for the French luxury marque in the Far East and Asia-Pacific region.

400th Bugatti Veyron sold – The Veyron begins its final lap

05 12 2013

Bugatti has sold its 400th Veyron.

Bugatti launches Dynamic Drive Experience Program in North America

18 11 2013

Bugatti has launched the ultimate test drive program in North America.

Dubai International Motor Show 2013: World premiere of the Bugatti Legend "Meo Costantini"

05 11 2013

Bugatti is presenting the third model in its six-part edition "Les Légendes de Bugatti" at this year's Dubai International Motor Show (November 5–9).

Bugatti awards its Dubai dealership with the title "Service Partner of Excellence"

22 10 2013

Bugatti has awarded the title of "Service Partner of Excellence" to Al Habtoor Motors, its official Dubai sales partner of many years standing.

New Bugatti dealership in Monaco

18 10 2013

Bugatti arrives in Monaco.

Bugatti launches new Lifestyle Collection

19 09 2013

Milan Fashion Week sees an exciting event this Thursday with Bugatti launching its new Lifestyle Collection at the renowned Brera Academy of Fine Arts.

Bugatti Veyron voted "Greatest Car of the last 20 years" by BBC Top Gear magazine readers

18 09 2013

The Bugatti Veyron has been voted the "Greatest Car of the last 20 years" by BBC Top Gear magazine, in a poll of more than 100,000 topgear.com readers and the magazine's editorial team.

IAA 2013: The Bugatti Legend "Jean Bugatti" receives its world premiere

09 09 2013

Following the successful launch of its "Les Légendes de Bugatti" (Bugatti Legends) series a few weeks ago in Pebble Beach in California, Bugatti presents the second vehicle in this exclusive edition as a world premiere at the 65th International Motor Show in Frankfurt.

All the way to China at 408.84 km/h: Bugatti celebrates the international debut of the world's fastest open-top production sports car at the Shanghai Motor Show

19 08 2013

At this year's Shanghai Motor Show, Bugatti is presenting the Bugatti Veyron 16.4 Grand Sport Vitesse fresh from its recordbreaking 408.84 km/h drive.

Pebble Beach: Bugatti celebrates the world premiere of its Legend "Jean-Pierre Wimille"

16 08 2013

During the Monterey Car Week, one of the most prestigious automobile shows in the world, Bugatti will debut the first of its sixpart exclusive Bugatti Legends edition, "Les Légendes de Bugatti".

Bugatti celebrates its heroes: "Les Légendes de Bugatti"

24 07 2013

Bugatti, a brand with a rich history unique in the car industry, is celebrating its heroes.

Bugatti presents the Type 41 Royale at the Goodwood Festival of Speed 2013

09 07 2013

Arriving in style, Bugatti is bringing a true icon to this year's Goodwood Festival of Speed in England from 11 to 14 July.

The "Bugatti Performance Week" in London proudly presents the two fastest production sports cars in the world

10 06 2013

French luxury brand Bugatti is hosting an exceptional exhibition taking place in London: From 10–15 June, the "Bugatti Performance Week" will be showcasing both record-breaking vehicles "the fastest production sports cars in the world" together for the first time at Jack Barclay Bugatti in Berkeley Square.

Mille Miglia 2013: Bugatti to compete with one of the most successful racing cars of all time, the Type 35

14 05 2013

This year Bugatti is sending two automobile icons to the 36th Mille Miglia, the most famous vintage car rally in the world.

408.84 km/h: Bugatti Veyron 16.4 Grand Sport Vitesse sets world speed record for open-top production sports cars

11 04 2013

The world's fastest roadster is a Bugatti.

Techno Classica 2013: Bugatti presents rare collector's items

10 04 2013

Bugatti is presenting two rare collector's items at this year's Techno Classica in Essen, the classics Type 57 C Coupé and Type 57 Ventoux.

Bugatti presents automobile sculpture at the Volkswagen Group evening in Geneva

04 03 2013

French artist Bernar Venet has been invited by Bugatti, legendary supercar-maker, to create a work of art that combines the artist's vision and passions with Bugatti's celebrated Grand Sport.

Bugatti exhibition stand receives Good Design Award

15 02 2013

The exhibition stand Bugatti used at the 2012 Auto China in Beijing has been awarded the prestigious 2012 Good Design Award for its exceptional composition.

Salon Rétromobile: Bugatti celebrates 80th Anniversary of the Type 59 Grand Prix

06 02 2013

With the chassis of one of the first three Type 59 Bugatti Automobiles celebrates the 80th anniversary of this legendary model.

Premiere of the Bugatti Grand Sport Vitesse at the Qatar Motor Show 2013

28 01 2013

In Doha Bugatti presents a special edition of the Bugatti Veyron 16.4 Grand Sport Vitesse in a unique "Bianco" and "New Light Blue" colour scheme

Christophe Piochon becomes new Managing Director of production and Director of Bugatti's Molsheim atelier

21 12 2012

Bugatti Automobiles S.A.S. today announces the appointment of Christophe Piochon as Director of Bugatti's Molsheim-based atelier, effective from January 1, 2013.

Bugatti presents the fastest artwork ever

03 12 2012

French artist Bernar Venet has been invited by Bugatti, legendary supercar-maker, to create a work of art that combines the artist's vision and passions with Bugatti's celebrated Grand Sport.

South America Premiere of the Bugatti Grand Sport Vitesse at Volkswagen Group Night in São Paulo 2012

21 10 2012

Following the success of the Veyron 16.4 Super Sport, the European luxury car manufacturer did not have to wait long before it received the first inquiries about an open-top version of the Grand Sport that could also deliver 882 kW (1,200 hp).

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

18 10 2012

Bugatti Greater China announces today that the world-renowned super sports car brand has sold 6 units in China in the first three quarters of 2012, breaking its sales record in Greater China to date.

Bugatti launches official social media channels and mobile app

08 10 2012

With such a large, self-established and extremely active fan community on social media (first count resulted in more than 500,000 fans on Facebook, 130,000 images on Flickr and more than 700,000 videos on Youtube), Bugatti has decided to approach its fans by establishing its own official online presence on the most popular social media sites.

Bugatti presents most powerful roadster ever only at Volkswagen Group Night

26 09 2012

Bugatti presents a special edition Bugatti Veyron 16.4 Grand Sport Vitesse in a unique Bianco and New Light Blue colour scheme at Volkswagen Group Night only.

Wolfgang Schreiber succeeds Wolfgang Dürheimer

01 09 2012

Dr. Wolfgang Schreiber starts his new job as President of Bugatti Automobiles S.A.S. from today onwards.

Bugatti presents Bugatti Veyron 16.4 Grand Sport Vitesse at the Volkswagen Group Evening in Moscow

28 08 2012

Following the success of the Veyron 16.4 Super Sport, the European luxury car manufacturer did not have to wait long before it received the first inquiries about an open-top version of the Grand Sport that could also deliver 882 kW (1,200 hp).

Special Edition Bugatti Veyron 16.4 Grand Sport Vitesse debuts at The Quail: A Motorsports Gathering

17 08 2012

To kick off Monterey Auto Week, Bugatti will debut a special edition Bugatti Veyron 16.4 Grand Sport Vitesse in a unique Bianco and New Light Blue color scheme for the first time publicly today at "The Quail: A Motorsports Gathering".

Production Begins for Bugatti Veyron 16.4 Grand Sport Vitesse

30 07 2012

Following the success of the Bugatti Veyron 16.4 Super Sport, it was not long before the company initiated plans for a 1200 horsepower open top car.

Wolfgang Glabus joins Bugatti as new communications director

27 07 2012

Wolfgang Glabus (52) has been appointed Communications Director for Bugatti Automobiles S.A.S. effective September 1, 2012.

Wolfgang Schreiber appointed new President

04 06 2012

Bugatti Automobiles S.A.S. today announces the appointment of Dr Wolfgang Schreiber (54) as its new President.

European press drives of the Bugatti Veyron 16.4 Grand Sport Vitesse

04 06 2012

Following the success of the Bugatti Veyron 16.4 Super Sport, Bugatti did not have to wait long before it received the first inquiries about an open-top version of the Grand Sport that could also deliver 882 kW (1,200 hp).

Bugatti Veyron 16.4 Grand Sport Vitesse premieres in Asia

23 04 2012

The Bugatti brand has originally been founded in 1909 by the educated artist and engineer Ettore Bugatti.

World premiere of the Bugatti Veyron 16.4 Grand Sport Vitesse

06 03 2012

Following the success of the Veyron 16.4 Super Sport, Bugatti did not have to wait long before it received the first inquiries about an open-top version of the Grand Sport that could also deliver 882 kW (1,200 hp).

Bugatti Grand Sport Vitesse celebrates world premiere in Geneva

22 02 2012

Bugatti Automobiles S.A.S. is set to unveil the most powerful roadster of all time at the 82nd International Geneva Motor Show at the beginning of March.

The world's fastest convertible at Qatar Motor Show 2012

23 01 2012

The legendary European manufacturer takes part in Qatar Motor Show for the second time, presenting an exclusive and uniquely coloured model of the Bugatti Veyron 16.4 Grand Sport, which is the fastest, most powerful and most luxurious open top car in the world.

Bugatti crowns the 2011 Dubai International Motor Show with three spectacular Middle East versions of the Grand Sport

10 11 2011

At the Dubai International Motor Show the legendary French brand presents three very special models of the Bugatti Veyron 16.4 Grand Sport, which is the fastest, most powerful and exclusive open top car in the world.

The Bugatti “L’Or Blanc” – The fastest porcelain in the world makes U.S. debut in California at The Quail, A Motorsports Gatherings

19 08 2011

The Bugatti "L'Or Blanc" celebrates its U.S. premiere at The Quail, A Motorsports Gathering at the Quail Lodge Resort and Golf Club.

The Bugatti “L’Or Blanc”

30 06 2011

With the partnership between Bugatti and the Königliche Porzellan-Manufaktur Berlin (KPM) the renowned manufacturer emphasizes the ability in creating pieces of automotive art.

Final Bugatti Veyron 16.4 sold to a customer in Europe

24 06 2011

The final order for the Bugatti Veyron has been placed by a European customer, marking an end to the successful era and exclusive production run of 300 units of the supercar and its even faster cousin the Super Sport.

Bugatti displays new models at Auto Shanghai

19 04 2011

Bugatti creates top-rate performing sports cars that are so unique in design and technique that they have been named pieces of art.

Bugatti Veyron 16.4 Super Sport awarded Top Gear’s Car of the Year

27 01 2011

At the annual award ceremony in a London restaurant Jeremy Clarkson and Richard Hammond presented the Top Gear Awards 2010.

Bugatti takes part in Qatar Motor Show for first time

26 01 2011

France’s legendary automotive marque, Bugatti, is presenting the Veyron 16.4 Grand Sport – the world’s fastest, most powerful and most exclusive open-top car – at the Qatar Motor Show.

Wolfgang Dürheimer appointed new president of Bugatti

29 11 2010

Wolfgang Dürheimer (52), Executive Vice President, Research and Development, Porsche AG, has been appointed Chairman and Chief Executive Officer of Bentley Motors and President and Chief Executive Officer of Bugatti Automobiles S.A.S. with effect from February 1, 2011. He is to succeed Dr. Franz-Josef Paefgen (64), who is retiring.

Super Sport press drives in Spain

01 10 2010

Only a few weeks ago the new Veyron 16.4 Super Sport achieved a new land speed world record with 431, 072 km/h (268 mph) on Volkswagen Group's proving ground at Ehra-Lessien nearby the Wolfsburg headquarters.

Dr. Stefan Brungs named Head of Sales and Marketing for Bugatti

01 09 2010

Bugatti Automobiles SAS announced today that Dr. Stefan Brungs (50) will take over the sales, marketing and aftersales department for the company, beginning October 1.

Bugatti Presents Veyron 16.4 Super Sport to Public

13 08 2010

On the 3rd of July, the new Veyron 16.4 Super Sport achieved a new landspeed world record with 431, 072 km/h (268 mph) on Volkswagen Group's proving ground at Ehra-Lessien, close to the Wolfsburg headquarters.

Landspeed worldrecord with the Bugatti Veyron 16.4 Super Sport

04 07 2010

On a beautiful sunny day at 25 degrees the Bugatti Veyron 16.4 Super Sport achieved a new landspeed world record for production cars, on the proving grounds of the Volkswagen Group at Ehra-Lessien (nearby its headquarters at Wolfsburg).

Bugatti presents 16 C Galibier Concept in Dubai

17 12 2009

What was revealed as the climax of its centenary celebration ceremonies in September at Bugatti's headquarters in Molsheim, has been presented to customers and opinion-makers at Dubai today: the Bugatti 16 C Galibier concept - planned to be the most exclusive, elegant, and powerful four door automobile in the world.

"Sang Bleu" to honour the 100th anniversary of the marque

14 09 2009

Continuing this year's 100th anniversary celebrations, Bugatti Automobiles S.A.S. will present another tribute to the marque's legendary heritage on the eve of the Frankfurt International Motor Show: the "Sang Bleu", an exclusive one-off Grand Sport model.

Bugatti sets the course for the future

04 09 2009

As the climax of its centenary celebration ceremonies, Bugatti Automobiles S.A.S. presented customers and opinion-makers with the Bugatti 16 C Galibier concept, intended to be the most exclusive, elegant, and powerful four door automobile in the world last weekend in Molsheim.

100 years of Bugatti at Concorso d'Eleganza Villa d'Este

26 04 2009

In a further highlight on this year's agenda of centennial celebrations, Bugatti Automobiles S.A.S. presented four Bugatti Veyron specials at Villa d'Este Concorso d'Eleganza.

Hundred years of Bugatti at the Geneva Autoshow

03 03 2009

At Geneva the Bugatti Veyron « Grand Sport » is shown for the first time to a wider public in Europe.

Photos: Bugatti Veyron 16.4 Grand Sport unveiled

17 08 2008

Following the introduction of the Bugatti Veyron 16.4 Grand Sport on the eve of this year's Pebble Beach Concours d'Elegance, chassis No. one (to be built in Spring 2009) sold for \$ 3.19 million at the Pebble Beach Auction presented by Gooding & Company.

Bugatti expands product range with Bugatti Veyron 16.4 Grand Sport (Studio photos)

16 08 2008

The world's most significant celebration of the automobile takes place annually in Monterey, California.

Bugatti expands product range with Bugatti Veyron 16.4 Grand Sport (Location photos)

16 08 2008

The world's most significant celebration of the automobile takes place annually in Monterey, California.

A new Bugatti Veyron 16.4 shows its open side

01 08 2008

The last preparations are running at full speed. Two more weeks and then Bugatti Automobiles will present their new Veyron 16.4 Grand Sport for the very first time to the public.

Bugatti EB 16.4 Veyron Sang Noir

03 07 2008

The EB 16.4 Veyron Sang Noir is a special edition, created for the true automotive connoisseur.

The “Bugatti Veyron Fbg par Hermès”

04 03 2008

On the occasion of the 78th Geneva Motor Show (from 6 to 16 March 2008), Bugatti and Hermès co-present the fruit of their partnership: the “Bugatti Veyron Fbg par Hermès”, associating Bugatti’s technical performance with the expertise of Hermès and its craftsmen.

Great Interest for the Bugatti Veyron 16.4

28 02 2006

Following its presentation at the end of the previous year, the new Bugatti Veyron 16.4 super sports car has set off a wave of exceptionally positive reactions from customers.

The Bugatti Veyron on the track of the Targa Florio

11 10 2005

From 11th to 18th October 2005, the new Bugatti Veyron 16.4 was presented in Madonie in Sicily, an area known throughout the world as the setting for one of the most illustrious motor races, the Targa Florio.

The Bugatti workshop in Molsheim opens

03 09 2005

On Saturday, 3 September 2005, Bugatti Automobiles S.A.S. hosted opening festivities for the ‘Atelier’, its new plant dedicated to production of the new Bugatti.

A Safe Bet for a World Record

29 07 2005

The highest possible level of safety for the driver and passenger in all driving situations is one of the prime objectives of the development of the exceptional Bugatti Veyron 16.4 sports car.

113 Degrees in 0.4 Seconds

05 06 2005

The Bugatti 16.4 Veyron, which reaches speeds of over 400 kph, is being put through the final phases of technical fine tuning.

The countdown is running

01 03 2005

The development procedures adopted at the start of 2004 for the Bugatti Veyron 16.4 are on schedule.

The world's first twin-clutch gearbox with seven speeds

08 11 2004

Development of the Bugatti EB 16.4 Veyron – the high-performance sports car due to be launched in the second half of 2005 – is on track and progressing well.

Eleven prototypes nearing production maturity

23 09 2004

The new high-performance sports car, the over 400 km/h fast Bugatti Veyron, has reached its final development phase.

The Bugatti Veyron has matured into a superlative sports car

02 03 2004

With the Bugatti Veyron project finally drawing to a close, customers are being given top priority.