



Press Releases

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 Automobielhandel 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.