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2022 — THE BEST YEAR IN BUGATTI'S MODERN HISTORY



Having delivered the greatest number of Bugatti automobiles in a 12-month period, 2022 has been a record-breaking year for the French luxury marque.

No fewer than 80 new Bugatti hyper sports cars found homes around the world, to customers both new and existing.
The Molsheim Atelier underscored its capabilities in consistently building and delivering hyper sports cars that sit at the very pinnacle of performance, engineering and design. Among the 80 automobiles hand-built at Bugatti last year was the 400th Chiron model — with only 100 examples left to complete the full Chiron[1] production run; the final nine Chiron Super Sport 300+[2]; all ten Centodieci[3]; and the last Chiron and Chiron Sports[4] for Europe, which have been crafted with a unique configuration honoring Ettore Bugatti's eldest daughter, L'Ébé. As

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a result, more Bugatti hyper sports cars and more variants have been assembled in the Atelier at Molsheim than in any of the 17 years since it was first established.

With the world premiere of the W16 Mistral in August 2022, Bugatti showcased the ultimate roadster, blending timeless elegance with power and performance. Unveiled at The Quail, A Motorsports Gathering during Monterey Car Week, the W16 Mistral will be the final roadgoing model powered by the legendary Bugatti W16 engine. Producing 1,600 PS from its 16-cylinders and four turbochargers, this advanced powertrain, along with W16 Mistral's honed aerodynamics, allows for a top speed of 420km/h. The limited production run of 99 was completely sold out even before the car was officially revealed.

During 2022, Bugatti further enriched its deep coachbuilding expertise, hand-assembling and delivering each of the ten examples of the Centodieci. A modern-day tribute to the legendary EB110 super sports car of the early 1990s, the Centodieci completes the latest chapter in Bugatti's bespoke coachbuilding heritage, with this recent cycle commencing in 2018 with the announcement of the Divo[5].

Having been formed in response to ever-increasing customer demand for unique Bugatti specifications, the official launch of Bugatti 'Sur Mesure', which translates as 'tailored', further pushes the boundaries in customization, setting new standards for individual automobile design. It has already yielded spectacular results, including an intricate 'Vagues de Lumière' paintwork that mimics the way lights reflect off Chiron Super Sport's[6] curved panels.

With all production slots for the Chiron, Bolide[7] and the W16 Mistral[8] assigned, there was a strong focus throughout 2022 on the Bugatti ownership journey as well as meeting the growing needs of customers wishing to purchase a pre-owned Bugatti car. The 'Passeport Tranquilité' program offers servicing and maintenance for owners of the Veyron and Chiron models, providing total peace of mind. Across 2022, Bugatti experienced strong demand for its 'Passeport Tranquillité' service program.

The launch of the Bugatti 'Certified Pre-Owned' program allows Bugatti partners around the world to offer pre-owned models with Bugatti certification, offering customers absolute tranquility. All vehicles sold as authorized pre-owned will have gone through a 110-point check to ensure the vehicle is in the optimum condition and aligned with Bugatti standards prior to handover to its new owner.

As a sign of Bugatti's incredible year, the global Bugatti dealer network celebrated new and enhanced partnerships in 2022. This included design-led showrooms that incorporate Bugatti's new visual identity, as the company's arc extends from being a hyper sports car manufacturer to establishing itself as a leading wider-reaching top tier luxury brand. As this journey progresses, further Bugatti showroom openings are planned for 2023.

Reflecting on 2022 and looking ahead to the next 12 months, Christophe Piochon, President of Bugatti Automobiles, said: ''Like all first-class international luxury brands competing at the very top level of design and performance excellence, Bugatti encountered various challenges in 2022. But with a team that's unmatched in terms of talent, passion and dedication, Bugatti has once again met such challenges head on, creating and realizing exciting opportunities.''

The future is bright

As Bugatti embarks upon a new automotive age, under the formation of Bugatti Rimac, which celebrated its one-year anniversary in 2022, and under Mate Rimac's leadership, the brand's position as the leading manufacturer of hyper sports cars will continue to flourish into 2023 and beyond.

Providing a glimpse into what 2023 holds, Mate Rimac added, ''Bugatti will continue to showcase the most advanced technologies; as the world evolves Bugatti will strive to remain at the pinnacle of true automobile performance, design, technology and the finest craftsmanship. Ettore Bugatti once said, 'If comparable, it is no longer Bugatti'. This vision is as true today as it ever has been and we look forward to revealing more in the second half of 2023.''

Looking ahead into 2023, the recently unveiled Bugatti Chiron Profilée[9], a one-of-a-kind member of the Chiron line-up, will be auctioned in Paris, France, on 1 February. Heralded as an automotive solitaire, the Profilée is unique in character, in design and in its details. Production and delivery will continue on the Chiron models, and configuration of the W16 Mistral and Bolide will shortly commence. Bugatti will also honor its rich motorsport heritage and its connection with the 24 Hours of Le Mans, which celebrates its centenary year.

Such is the momentum of the brand, Bugatti heads into 2023 with absolute confidence and excitement about the opportunities that await.

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[3] Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G

[3] Chiron Profilée: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G

[3] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G