A NEW ERA DEFINED BY TIMELESSNESS: REVEALING THE TOURBILLON AT BUGATTI'S SPIRITUAL HOME IN MOLSHEIM



At the heart of Bugatti's soul, is the allure of timelessness. It is a concept that has coursed through the veins of each Bugatti model since the marque's inception 115 years ago. It has given every unique vehicle its potent aura of eternal elegance, even as the world around evolved with the turning wheel of time. As that wheel turned, so the spiritual home of Bugatti in Molsheim came to witness a unique celebration

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of its quintessential timelessness this year — the dawn of a new era for the marque: the premiere of the Bugatti Tourbillon[1]. In the fifth episode of the 'A New Era' docuseries — available on YouTube today — Christophe Piochon, Bugatti President, recalls the magnitude of the historic moment.

"Just imagine, when I arrived here the day before La Grande Première — seeing the grounds like a canvas for a host of Bugatti vehicles through the ages, so rich with history. I had goosebumps," Christophe reminisced.
The Type 57SC Atalante — celebrated as one of the most elegant cars in the world; the Type 35 — heralded as the most successful racing car ever; the Type 41 Royale — recognized as one of the most ambitious luxury cars of all time; through to the legendary EB110, and the models that have powered Bugatti's modern revival, the ground-breaking Veyron and Chiron[2]. All played host to a tribute for the ages in the grounds of the Château Saint Jean, resplendent in their unique beauty, and ready to welcome the arrival of a new dawn with the Tourbillon.

> "For Bugatti, a World Premiere for an entirely new model happens once in a decade. It's a very special event for us. The decision to hold the presentation here in Molsheim amidst all of this history, makes it really unique. This is where everything started for Bugatti in 1909. Seeing the legends from the early years, and all the pioneers we developed over the last 22 years, made it an incredibly emotional experience."
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> CHRISTOPHE PIOCHON
> BUGATTI PRESIDENT

The thread of inimitable Bugatti timelessness weaved through each of the iconic models on display for the guests reveling in the anticipatory festivities of La Grande Première — a thread that underpins the fabric of the Tourbillon throughout its design. Imbued in the powerful presence exuded by the famed Bugatti horseshoe grille and the seamless beauty of the eminent Bugatti line on the exterior, onlookers could also marvel in this timelessness through the Tourbillon's awe-inspiring cabin — from the exquisite analogue instrument cluster to the discreet design of the infotainment display.

"From the beginning, we wanted to pursue a 'digital detox', because this is what ages a car through the years. Our cars are made for eternity — and in that vein, they are made to push the limits of sophistication. The name, Tourbillon, is inspired by the art of haute horlogerie — evoking the most sophisticated complexity you can see in a watch. What we see in the interior, and throughout the design of the Bugatti Tourbillon, pushes the limits of sophistication and exquisite innovation that this philosophy represents."

CHRISTOPHE PIOCHON
BUGATTI PRESIDENT

For the masterful engineers and extensive team behind the vehicle's development, years of attention to detail and unparalleled passion came down to the moment of unveiling the Tourbillon — a moment in time that united attendees from around the world in a collective, awe-inspiring experience to treasure for life.

"It's the first reaction of our customers, when they see the Tourbillon for the first time, that is always something very special. That's where you can see the light glinting in their eyes — the wish to be the owner of one of them. That is an experience which, for me, is so important, because it will continue to define the work that we do here in Molsheim."

CHRISTOPHE PIOCHON
BUGATTI PRESIDENT

As it united those who witnessed La Grande Première, the Tourbillon is uniting customers and Bugatti employees alike around the world in marvel, touring locations across the globe as it continues to write the first momentous chapters in its own story.

"Our employees are so proud of the pursuit of perfection that the Tourbillon represents — but we also remain humble, as we are standing on the shoulders of giants. From pioneers and visionaries such as Ettore Bugatti, Jean Bugatti, Romano Artioli and Ferdinand K. Piëch, we take our inspiration; they did so much to define the DNA of Bugatti. And in creating a moment of history at Molsheim with the World Premiere of the Tourbillon, we remember how this new era came to life."

CHRISTOPHE PIOCHON
BUGATTI PRESIDENT

Watch the full episode ‘A New Era: La Grande Première’ on the official Bugatti YouTube channel.

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[2] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.

[2] 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