BUGATTI MARKS 20 YEARS IN AMERICA WITH A CELEBRATION AT WYNN LAS VEGAS



Twenty years after introducing the modern BUGATTI brand to the United States, BUGATTI returned to Concours at Wynn Las Vegas to celebrate a journey defined by extraordinary automobiles and the people who have embraced them along the way.

Bringing together twenty customer-owned BUGATTI hypercars alongside DESTRIER[1], the latest one-of-one creation from Programme Solitaire, the occasion honored two decades of BUGATTI in America and the owners, partners and enthusiasts who have helped shape the marque's modern story.

Since the arrival of VEYRON in 2006, BUGATTI's presence in the United States has grown steadily. Today, America stands as the marque's largest single market worldwide, with twelve dealerships and 353 BUGATTI automobiles.

Beyond these milestones lies something equally significant: a community united by a deep appreciation for BUGATTI's singular approach to performance, craftsmanship and artistry.

Many of the owners who gathered in Las Vegas have built lasting relationships with BUGATTI across multiple generations of automobiles, from VEYRON and CHIRON[2] to the new TOURBILLON[3]. Their passion for the marque has helped establish the United States as one of BUGATTI's most important homes outside of Molsheim.

At the heart of BUGATTI's presence stood DESTRIER, the latest creation from Programme Solitaire. More than a one-of-one car, DESTRIER embodies the uniquely personal relationships BUGATTI cultivates with its customers, transforming a very intimate vision into art on wheels. Bringing together exceptional craftsmanship, distinctive design and unparalleled attention to detail, DESTRIER stands as a testament to what can be achieved when BUGATTI's customers are at the center of the creative journey.

Reflecting on the significance of the occasion:

> "The United States has helped shape BUGATTI's modern history. For twenty years, owners and enthusiasts across the country have embraced the brand with remarkable passion and new customers join the BUGATTI family each year. Celebrating this milestone surrounded by our customers, their masterpieces and the wider BUGATTI community during Concours at Wynn Las Vegas brings that legacy to life and is a powerful reminder of what makes this brand so special. It's not only about the cars. It's about the people who share a passion for them."
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Over two decades, American customers have consistently championed the marque's most ambitious creations, while embracing the highly individualized experiences and bespoke opportunities that define BUGATTI ownership today.

"We introduced VEYRON to the United States twenty years ago, beginning a journey that would far exceed our expectations. Today, America is our largest market, but what makes this milestone truly meaningful is not the number of cars we have delivered. It is the people we have met along the way. The trust, passion and enthusiasm of our loyal customers and dedicated partners — for our hypercars and BUGATTI's Art de Vivre in general — have been central to our success, and this community will continue to inspire BUGATTI's future."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

As BUGATTI enters the TOURBILLON era, the United States remains as important to the marque as it was when the first VEYRON arrived on American soil two decades ago. One in three TOURBILLON models will find a new home there.

Twenty years into this extraordinary journey, the BUGATTI community is stronger than ever.

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[4] 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

[4] Veyron:

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

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