BUGATTI AND CHAMPAGNE CARBON TOAST TO THEIR NEW PARTNERSHIP



Bugatti CEO Stephan Winkelmann and Champagne Carbon CEO Alexandre Mea shook hands after having signed the contract at the Bugatti headquarters in Molsheim, this way proudly officialising the partnership between the two French luxury brands. A visible-carbon-fiber-coated Bugatti Chiron[1] and a bottle of the new Champagne Carbon ‘ B.01’ in its carbon fiber wrap bore testimony of this exclusive cooperation. The predilection for carbon fiber composites, however, is by far not the only similarity between both companies. ‘‘Bugatti and Champagne Carbon are avant-gardists of their respective industry, translating their know-how achieved through a proud history into an innovative present and future. Striving for perfection is at the core of all our actions, leading us to constantly want to keep pushing our own boundaries,‘‘ the Bugatti President Stephan Winkelmann explained said similarities. ‘‘Additionally, we both operate and grow internationally successful businesses from our home, the French ‘Grand Est’ region, where our founding fathers once started their endeavours.‘‘

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''We are thrilled to have the chance to begin an adventure with Bugatti. At the crossroad of tradition and modernity, excellence and technology, Bugatti never makes compromises. We feel the same about our Champagne'', Alexandre Mea, CEO of Champagne Carbon added. ''Our constant pursuit of perfection and relentless desire to innovate has naturally led us to a powerful brand like Bugatti: breaking the conventions and remaining one of the top luxury brands in the World.''

On time for the celebration of Bugatti's 110th anniversary next year, Carbon created the ' B.01' Consisting of 90% Chardonnay and 10% Pinot Noir. The vintage of this exclusive champagne was a very bright one for the Grand Est. 2002 saw Bugatti working at full speed on its modern era revival at the hands of the Bugatti Veyron, while extraordinarily in Champagne, it had the perfect weather conditions for good ripeness and flavor concentration. The creation of a unique and high quality Champagne Cuvée requires using grapes from the most prestigious terroirs of Champagne, precision, know-how and time. This particular vintage was just released from the Carbon vinotheque at the optimum maturity.

To conclude the official act Stephan Winkelmann invited Alexandre Mea to a tour of the Molsheim premises, including the historical Château St. Jean and the renowned Atelier, the so-called factory of dreams where all Bugatti vehicles since the Veyron have been assembled. The CEO of Champagne Carbon also got the opportunity of testing the carbon fiber Bugatti Chiron.

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