MOLSHEIM
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BUGATTI AND THE TOURBILLON ENCHANT CHANTILLY ARTS & ELEGANCE RICHARD MILLE



Since the inaugural edition in 2014, Bugatti has been deeply tied to the soul of the Chantilly Arts & Elegance Richard Mille. An exquisite celebration of both classical and modern, the beautiful showcase of quintessentially French Art de Vivre saw 800 exceptional vehicles and over 20,000 visitors in attendance, as haute couture and elegance, style and heritage fused into an enthralling spectacle. A perfect venue for the first appearance in France of Bugatti's latest creation since

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its unveiling in Molsheim — a new hyper sports car embodying the pinnacle of French sophistication: the Bugatti Tourbillon[1].

The tradition of the gathering at Château de Chantilly, the jewel in the crown of French cultural heritage, carried into a magnificent modern spectacle this past weekend. An absorbing feast for the senses reflecting art, elegance and excellence, with experiences and entertainment for all ages, from a plethora of family activities to enchanting hot-air balloon flights, fencing showcases, horse-drawn carriage rides and equestrian displays.
More than ever, the event offered the opportunity to honor Bugatti past and present — showcasing the icons of the marque's history, and the trailblazers of contemporary hyper sports car performance. Drawing on Bugatti's 115-year legacy, the development of the Tourbillon has been shaped by Bugatti's story and the immortal words of Ettore Bugatti himself: 'If comparable, it is no longer Bugatti'.

With the Tourbillon displayed in its beauty throughout the weekend, attendees of the event could marvel at the influence Bugatti icons of the 1920s and '30s had on its design; from the Type 57SC Atlantic — renowned as the most beautiful car in the world — to the Type 35, the most successful racing car in history, and the Type 41 Royale — one of the most ambitiously conceived luxury cars of all time. Such legends formed the blueprint for conceiving the Tourbillon; taking the essence of emotion and luxury to new heights, the Tourbillon represents something truly incomparable — and like the icons of Bugatti's history, not just in the present, but Pour l'éternité.

Attended by a host of Bugatti leaders — including Mate Rimac, CEO of Bugatti Rimac; Christophe Piochon, Bugatti President; Hendrik Malinowski, Bugatti Managing Director; and Frank Heyl, Bugatti Director of Design — the showcase saw the marque and Bugatti Paris offer extraordinary experiences to customers and event attendees throughout the weekend.

Each Bugatti presented at the illustrious event reflected a unique era in the brand's story — a showcase fueled with rich heritage spanning more than a century of automotive excellence. Echoing Bugatti's rich racing legacy, a series of five examples of the legendary 100-year-old Type 35 graced Sunday's Concours d'Etat, offering a look back to a glorious era of motorsport competition, complemented perfectly by the elegance of the Type 43 Faux Cabriolet Labourdette and Type 44 Grand Sport in the contest's 'Unrestored cars — Pre-War' class. A modern-day homage to this iconic era of Bugatti motorsport, the Bolide 100-year anniversary edition in attendance represents the only contemporary track-focused Bugatti honoring the brand's incredible heritage in motor racing and the unmatched success of the Type 35. Ushering in the next era of Bugatti, the Tourbillon took pride of place in this gathering for the ages — marking a new chapter in the brand's story.

An equally beautiful reflection of the event's art and elegance, joining these special vehicles were two examples of the Bugatti Baby II — smaller-scale homages to the inimitable Type 35 handcrafted by Hedley Studios, including a truly exquisite 'Tourbillon Edition' inspired by the Tourbillon's absorbing two-tone color palette. An artistic project led by the Bugatti Pilote Officiel himself, Pierre-Henri Raphanel, offered a unique celebration of the Type 35 centenary: a Baby Type 52, a new scaled-down and static interpretation of the Type 35, true to Ettore Bugatti's authentic crafting process. Representing a further symphony of art and elegance, the

three exquisite glass figurines from specialist French crystal manufacturer, Lalique, depicted the dancing elephant synonymous with the Bugatti name and Ettore's brother, Rembrandt Bugatti. Reflecting the marque's new era, the Bugatti Carbone Limited Edition watch captivated onlookers alongside the Asprey Bugatti — a meticulously designed model cast in precious silver, celebrating the rolling chassis of the Tourbillon.

The celebration at Chantilly was not solely dedicated to elegantly presented static cars, but also enjoying these classic and modern automotive jewels on the beautiful surrounding countryside roads. As the Chantilly Arts & Elegance Tour offered a period of reflection to commemorate the legends of years gone by, the spectacular Supercars Rally marked a celebration of Bugatti's modern innovation, with a Bugatti Chiron Super Sport participating in the 150km tour of the verdant Oise region. With Mate Rimac, Christophe Piochon, Hendrik Malinowski, and Frank Heyl joining proceedings, participants of the Supercars Rally and Bugatti customers attended a gourmet lunch at the Polo d'Apremont, the Chantilly Domain Polo club — an experience defined by refinement and delight.

Proving to be a momentous conclusion to Saturday's proceedings, guests took to the Château for a night of style and revelry — with guests enjoying a spectacularly vibrant masquerade cocktail reception within the exceptional premises of the Château's historic walls. The incomparable night was enhanced by a beautiful firework facing the Château — illuminating the cars on the lawns awaiting the following day's grand showcase.

Amidst a wide range of entertainment and activities for attendees of all ages on Sunday, a plethora of Bugatti models historic and iconic contested the customary Concours d'Etat — with the 1928 Bugatti Type 44 Faux Cabriolet Labourdette triumphing in the Voitures d'origine avant-guerre category. A truly special, emotive class, the 100 ans de la Bugatti Type 35 category was not solely created to celebrate the centenary of the Type 35, but also to honor the late Peter Mullin — a dear friend of the brand. His passionate advocacy and spirit was carried on by his wife Merle Mullin, bestowing the owner of the victor, the 1928 Bugatti Type 35 C, with their accolade in memory of her husband.

An exclusive, lavish garden party for the event's esteemed guests punctuated the day, with attendees in vibrant attire reveling in the festive occasion — also enjoying access to the fullness of the Château de Chantilly estate and each Concours of the splendid weekend.

The marvelous gathering formed a fitting prelude to the highlight of the festivities — the Concours d'Elégance. Carrying the spirit of 115 years of Bugatti innovation, sophistication and unmistakably French elegance, the Tourbillon represented Bugatti in the typically exquisite showcase of automotive design and haute couture.

When the long-awaited moment of the Concours d'Elégance parade finally arrived, the Tourbillon was accompanied by a model styled by Victor Weinsanto — hailing from Alsace, the birthplace of Bugatti, who launched his eponymous brand in 2020 after spending two formative years at Jean Paul Gaultier perfecting his craft. A former professional dancer, he infuses his

collections with the vibrant energy of the performing arts, receiving praise globally for his creations.

Presented to the crowds by Christophe Piochon, the Tourbillon and model showcasing Weinsanto's fine work captivated onlookers as they paraded around the central Miroir d'eau. The model showcased an outfit from Weinsanto's spring/summer 2024 collection: a long, black dress accompanied by a corset and signature of the brand, reflecting the Tourbillon's timeless elegance and sophistication.

Closing a remarkable weekend of celebration for the gathered automotive enthusiasts, the legacy of the Bugatti marque from inception to present was fittingly honored with the most prestigious of accolades. Reflecting its legendary status, the 1928 Type 35 earned the 'Best of Show avant-guerre' accolade — with the Tourbillon symbolizing the continuation of that quality in claiming recognition as the 'Prix du public', reaffirming the power of its presence at the magnificent event.

"Chantilly Arts & Elegance Richard Mille has once again proven to be an unparalleled opportunity to witness the coming together of beautiful artforms — a chance to celebrate our French heritage, and our 115 years of legacy and modern-day, innovation-led automotive art. Those same values defined the Concours d'Elégance in the time of Ettore Bugatti and through the 1920s — a time when France was the cradle of these highly popular showcases. They were not only defined by the finest coachbuilders, but also the style of those who attended — appointed in the latest garments by the greatest names in French fashion. The Tourbillon was conceived to reflect this ethos, and to be characterized by timelessness — set to be displayed on the lawns of Concours d'Elégance not just in 10 years, but also in 100 years, just like its iconic predecessors."

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