THE WORLD OF BUGATTI AT MONTEREY CAR WEEK



For more than a century, Bugatti has been guided by a philosophy that extends beyond the automobiles it creates. Defined by craftsmanship, engineering excellence and individuality, those values continue to shape every aspect of the marque today. At this year's Monterey Car Week, that philosophy came to life through a program spanning bespoke coachbuilding, next-generation innovation, celebrated heritage and exclusive customer experiences.

Across the Monterey Peninsula, Bugatti welcomed collectors and enthusiasts into a world where every element of the brand, from automotive creations to immersive experiences, reflected the same enduring commitment to creating icons that transcend their time.
At the heart of Bugatti's presence was the debut of the latest masterpiece born from Programme Solitaire, the Destrier[1]. Presented to its owner ahead of its public unveiling at The

Quail, A Motorsports Gathering, the one-of-one creation transforms the technical foundation of the Bolide into a sculpture of speed and elegance.

Inspired by the coachbuilt masterpieces that helped define Bugatti's early history, today's Programme Solitaire places collaboration at the center of the creative process. Each project begins with a customer's vision, which is then brought to life by the designers and artisans of Molsheim. The result is an automobile built without compromise — unique in its design and story.

While Programme Solitaire celebrates the individuality of each customer, the Bugatti Tourbillon represents the future of the marque. Throughout Monterey Car Week, a Tourbillon^2 validation prototype completed its first official drives on United States roads, led by Mate Rimac, offering customers and enthusiasts a first glimpse of the brand’s next chapter in motion on American soil.

Developed according to the Bugatti ethos of creating an automobile "Pour l’Éternité", Tourbillon combines a naturally aspirated 8.3-litre V16 engine with an advanced hybrid powertrain to create an entirely new generation of hyper car. Its presence throughout Monterey reflected the marque's continued commitment to engineering solutions designed for lasting significance.

"Monterey Car Week provides a unique opportunity to present the full breadth of Bugatti. It brings together customers, collectors, partners and enthusiasts from around the world, allowing us to share not only our latest automotive achievements but also the philosophy that connects everything we do. From coachbuilding to Tourbillon, every experience this week reflects our commitment to creating automobiles and experiences that stand the test of time."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

Serving as the center of the Bugatti experience throughout the week, Maison Bugatti welcomed guests for a carefully curated program of events and presentations

The traditional Bugatti Petit Tour, led by the Tourbillon validation prototype, brought together a selection of Bugatti automobiles from past and present for a drive through the Monterey Peninsula before returning to Maison Bugatti for an exclusive cocktail reception. Guests also celebrated the handover of the recently completed La Maison Pur Sang Veyron 20 Years, while the new Veyron configurator offered a closer look at the marque's approach to personalization and craftsmanship.

Throughout the weekend, customers were invited to explore Bugatti’s vision for the future through private presentations and conversations with members of the marque's leadership, design and engineering teams. The traditional Saturday evening reception once again brought together owners and friends of the brand in an atmosphere that reflected the close-knit nature of the Bugatti community.

Complementing the automotive program, Maison Bugatti also featured a selection of brand partners whose shared focus on craftsmanship, innovation and design enriched the guest experience throughout the week. From precision watchmaking from Jacob & Co. and cycling from FACTOR to luxury technology, fine craftsmanship and lifestyle products, each collaboration reflected the values that continue to define the wider Bugatti universe.

The marque's heritage remained an integral part of its Monterey presence. On Sunday, the latest creation from Programme Solitaire was displayed on the Concept Lawn at the Pebble Beach Concours d'Elegance, while a selection of historic Bugatti models competed across multiple classes, with Bugatti Design Director, Frank Heyl, and Manager of Sur Mesure & Individualization, Jascha Straub, serving among the event's judges, contributing their expertise to one of the automotive world's most respected concours.

Among the historic Bugattis gathered in Monterey was a selection of Type 57s, showcasing the breadth of Jean Bugatti’s design vision and the individuality that defined the marque’s golden era of coachbuilding. The 1935 Type 57 James Young Drophead Coupé is one of only two known Type 57s to receive drophead coupé coachwork from the British firm, combining the sophisticated 3.3-liter Type 57 chassis with particularly elegant open coachwork.

The 1937 Type 57SC Atalante represents the ultimate expression of Jean Bugatti’s streamlined coupé design, with its sweeping roofline and distinctive recessed radiator and headlamps. Just 17 Type 57S chassis received Atalante coachwork, while the supercharged SC specification added yet greater performance.

Alongside it, the 1937 Type 57S Gangloff Coupé illustrates the freedom Bugatti offered its customers to commission distinctive coachwork from leading European carroseries. Gangloff produced only a small number of coupés on the Type 57S chassis, creating bodies that shared the sporting character of Jean Bugatti’s designs while giving each car its own individual identity.

Gracing the lawn outside of the competition were the 1931 Type 41 Royale Weinberger Cabriolet and the 1936 Type 57SC Atlantic, two of the marque’s rarest and most recognizable creations. Representing an earlier chapter in the marque’s history was the 1931 Type 41 Royale Weinberger Cabriolet, an expression of Ettore Bugatti’s ambition to create the ultimate luxury automobile. With its 12.7-litre straight-eight and Weinberger-built open coachwork, the Royale combined immense scale with the craftsmanship expected of a car conceived for the world’s most distinguished clientele.

One of Jean Bugatti’s most celebrated creations, the 1936 Type 57SC Atlantic is defined by its flowing proportions and aerodynamic form. Built in extremely limited numbers, its aluminum body is defined by the dramatic riveted dorsal seam running from the windscreen to the rear, a feature that is now an enduring signature in Bugatti design.

"Every aspect of Bugatti is driven by the same pursuit of excellence, whether we are engineering the next generation of hypercars, creating a one-of-one coachbuilding commission or welcoming customers into the world of the marque. Monterey Car Week allows us to bring those different elements together in one place, demonstrating how heritage, innovation and craftsmanship continue to shape the future of the brand."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES.

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com

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

[3] Veyron:

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