BUGATTI AT RÉTROMOBILE 2014: PAYING TRIBUTE TO THE VEYRON



Bugatti is celebrating the Veyron. This year's Salon Rétromobile in Paris sees the French super sports car brand present the EB 18/4 "Veyron" design study. This is the first time that the study has been displayed at a trade fair since its unveiling at the Tokyo Motor Show in 1999.
The unveiling of the Bugatti EB 18/4 "Veyron" design study not only created a stir in Tokyo, but also signalled the start of a true success story; that of the fastest, most exclusive series production super sportscar in the world, the Bugatti Veyron 16.4. The inspiration for the study was Bugatti's outstanding history of success in motorsport racing, a fact which is reflected not only in the design and form of the vehicle's interior, but also in the car's name. Pierre Veyron was a works driver for Bugatti and, during the 1930s, amassed numerous racing victories for the brand, celebrating his greatest triumph with Bugatti at the 24 Heures du Mans in 1939.

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The successful market launch of the Bugatti Veyron 16.4 in 2005 marked the beginning of a new era for the marque. Fast on the heels of this 1,001 PS rocket, the Veyron 16.4 Super Sport was released five years later and, with a top speed of 431.072 km/h, still holds the world speed record today. Production of both coupés was limited to a mere 300 units, with the vehicles crafted at Bugatti's historical headquarters in the Alsatian town of Molsheim. These have been sold out since 2011. The stand in Paris is to include another highlight, in the form of a display wall exhibiting the original configurations of these 300 vehicles.

The brand's current portfolio includes the open-top Bugatti Veyron 16.4 Grand Sport, which boasts an astonishing 1,001 PS, and the Veyron 16.4 Grand Sport Vitesse, which delivers 1,200 PS and holds the title of world's fastest series production roadster. These roadsters are limited to a series run of 150 vehicles. Two thirds of these have already been sold, meaning that only around 40 vehicles are still available.

The Rétromobile takes place from 5 to 9 February 2014 at the Paris Expo Porte de Versailles exhibition site. Bugatti can be found in Hall 1, at stand P43.

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[1] Veyron: