MOLSHEIM
9/15/2026

THE BUGATTI BROUILLARD TAKES CENTER STAGE AT CHANTILLY ARTS & ELEGANCE 2026



In the exquisite surroundings of the Château de Chantilly, where the world's most beautiful automobiles meet French elegance and Art de Vivre, Bugatti hosted a poignant, celebratory milestone in the story of the brand's Programme Solitaire, with the handover of the unparalleled Brouillard[1] to its owner at Chantilly Arts & Elegance Richard Mille 2026.

Set against the refined atmosphere of one of France's great cultural landmarks, Chantilly provided a fitting stage for such a car, created to be admired and carry a story forward in equal

2026 BUGATTI AUTOMOBILES S.A.S.

measure. The first creation of Bugatti's Programme Solitaire, Brouillard had already written an important chapter in the marque's modern coachbuilding story. And at Chantilly, the custodian of the Brouillard began their ownership journey with the one-of-one creation.
Inside the Château de Chantilly, in the intimacy of the Dôme of the Great Staples, during a private celebration the masterpiece was finally unveiled to the customer in the presence of the owner's family and friends, presented by the Bugatti teams who accompanied him throughout this thrilling, emotive journey and helped bring this unique creation to life.

Rooted in tradition, built to leave a legacy, Brouillard embodies the purpose of Programme Solitaire. It stands as a continuation of Bugatti's coachbuilding spirit — a car born from personal vision, yet inseparable from the history, artistry and engineering values of Molsheim. Its handover in the elegant setting of Chantilly therefore marked the culmination of a creative journey between customer and marque, itself one exquisite part of an entirely unique relationship with the Bugatti family.

In collaboration with Bugatti Paris, the brand curated an extraordinary experience for esteemed guests in attendance, with a remarkable showcase of singular hand-crafted masterpieces on display. From the quintessentially individual and personalized design philosophies behind the Veyron La Maison Pur Sang 20 Years and Sur Mesure W16 Mistral[2] 'Le Retour de Jeune Prince', to the engineering brilliance defining the W16 Mistral World Record Car and Veyron Grand Sport Vitesse World Record Car, each reflected an individual chapter in the marque's illustrious story; testaments to the craftsmanship and performance that made each modern Bugatti era unparalleled in automotive history.

Across the weekend, Bugatti's story unfolded in motion as well as in display, with three Veyron models and the Chiron Profilée[3] gracing a majestic rally, bringing the brand's modern era onto the roads around Chantilly, before guests proceeded to gather for lunch at the Polo Club with Mate Rimac, Hendrik Malinowski and Frank Heyl, Bugatti Director of Design.

On Sunday, an atmosphere of warmth and revelry pervaded the Château grounds, attending guests immersing themselves in the magnificent Garden Party that unfolded in quintessential Chantilly character; hot-air balloon rides, leisure boat tours over the Grand Canal and horse-drawn carriages bringing lightness, joy and amusement to discerning guests of all ages.

Thus the premises came into full bloom, exquisitely capturing the spirit of the early Concours d'Élégance; an occasion in which automotive beauty, craftsmanship and social occasion fused in a showcase of effortless balance, as a gathering of more than 700 collector-cars and their proud owners gathered in joyous celebration.

All before the inimitable Brouillard emerged before a wider audience, entering the Concept Class of the Concours d'Élégance and presented by Mate Rimac and Christophe Piochon. The latest jewel of Programme Solitaire led the mesmerizing Bugatti Parade as modern and pre-war automobiles gathered in celebration of the brand's living heritage.

Brouillard was joined by the exceptional group of modern masterpieces presented on the Château grounds as well as pre-war Bugatti automobiles, including Type 39, Type 35, Type 35 A, Type 51, Type 13 Brescia, Type 37, Type 37 A and Type 40 Grand Sport models, with the Type 35 from 1925 victorious in the 'Bugatti: Race Cars' class. Their presence created a dialogue between generations, reminding guests that the marque's most contemporary creations remain anchored in a lineage shaped by beauty, innovation and performance — the philosophy driving

the captivating craftsmanship, design and performance shaped by Ettore Bugatti's enduring vision for automotive excellence.

A perfect testament to that vision, the Brouillard came to claim the esteemed accolade of 'Best of Show Concept-cars, restomods & one-offs'; an honor underlining the exceptional fusion of beauty and performance meticulously woven into its design, as its owner paraded the one-of-one masterpiece around the iconic Le Notre's Water Mirrors in a showcase of pride and automotive perfection.

> ''Chantilly Arts & Elegance has always felt deeply aligned with our brand, bringing together French elegance, craftsmanship, heritage and the pleasure of sharing extraordinary automobiles in an incomparable setting. This year was especially meaningful because the Bugatti Brouillard was handed over to its owner here, inside the Château de Chantilly, under the mesmerizing Dôme of the Great Staples, surrounded by the people whose vision, passion and skill made it possible. Programme Solitaire is founded upon the beautiful principle that creating a Bugatti carries a story, a legacy and an emotional connection unlike any other. To see Brouillard move from the private celebration with the Bugatti family into the Bugatti Parade and the Concours d'Élégance, earning a Best of Show accolade, was a poignant expression of what this marque stands for''.
>
> HENDRIK MALINOWSKI
> MANAGING DIRECTOR OF BUGATTI

Amidst the splendor of the Château grounds, the grandeur of Bugatti's storied history and its exceptional creations came to the fore, illuminating the craftsmanship, design, performance, and Art de Vivre that embodies the world of Bugatti in its finest light. In a gathering of historic and modern, elegant and singularly magnificent, unique and richly personalized, the Bugatti family in attendance reveled in the spirit of deep connection to Bugatti and its inimitable vehicles, celebrating the power of partnership between customer and brand moving into a bright new era for the marque.

Press Contact
Jan Schmid
Director of Brand, Marketing & Communications
communications@bugatti.com

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