# BUGATTI: WITH OUR HISTORY AT HEART AND OUR EYES ON THE FUTURE




What a start to an anniversary year. At the first major international motor show in 2019, Bugatti is presenting two world premieres. At the Geneva Motor Show, the French luxury brand is showing the hyper sports car "La Voiture Noire[1]" and the Chiron Sport[2] "110 ans Bugatti". The special edition of the Chiron Sport , which is being produced in a limited series of 20 cars, celebrates the brand's 110th anniversary as well as its French identity. However, the highlight will be the unveiling of "La Voiture Noire", which had been kept secret up to the beginning of the show. This is a homage to the legendary Bugatti Type 57 SC Atlantic. This one-off grand tourisme has already been sold and is the world's most expensive new car, at €11 million. "In 2019, we are celebrating a special anniversary. Bugatti was established 110 years ago. These two models pay homage to our long tradition and to our French homeland," says Bugatti president Stephan Winkelmann. The third model on the Bugatti stand is also in line with this approach: the Bugatti Divo, is a hyper sports car which is being produced in a limited edition of

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40 vehicles. With its modified aerodynamics, it is designed for even higher lateral acceleration than the Chiron and ensures extreme driving pleasure.

With ''La Voiture Noire'', the French luxury automobile brand has once again shown that it produces the world's most precious and exclusive hyper sports cars. The two-door car with its breathtakingly sculpted bodywork is especially elegant thanks to the use of deep black carbon fibre. In the world of the automobile, ''La Voiture Noire'' is a name with a special resonance: Ettore Bugatti's son Jean developed and drove one of only four Type 57 SC Atlantic coupés produced. He called his Atlantic ''La Voiture Noire'' — the black car. This vehicle disappeared without trace before the Second World War. Nowadays, it is considered one of the great mysteries in the history of the automobile and it would be incredibly valuable.

''For Bugatti, 'La Voiture Noire' is more than just a reminiscence of the Atlantic. We are paying tribute to a long tradition, to France and to the creative work of Jean Bugatti,'' says Stephan Winkelmann. ''At the same time, we are transferring extraordinary technology, aesthetics and extreme luxury to a new age.''

The special hyper sports car was hand-crafted for a Bugatti enthusiast. ''La Voiture Noire'' is a collection of superlatives,'' says Stephan Winkelmann. Apart from design, quality and materials, this also applies to the iconic power plant. The 16-cylinder engine with a displacement of 8 litres produces 1,103 kW/1,500 PS. A car collector purchased this unique vehicle for €11 million net, making it the world's most expensive new car and continuing the long tradition of Bugatti. Since the company was first established in 1909, the French luxury brand has produced the world's best and most powerful sports and luxury cars, true to Ettore Bugatti's: motto: ''if it is comparable, it is no longer Bugatti.''

The Chiron Sport ''110 ans Bugatti'', which is also being presented to the public for the first time in Geneva, is also in line with this tradition. In addition to all the benefits of a Chiron Sport, it not only includes the „Sky View'' option as standard equipment, but also several product features only offered for this model. This edition, limited to 20 units and with a net price of 3 million euros, has already sold out ahead of Geneva Motorshow.

''The new edition of the Chiron is not only extremely exclusive but also a sincere tribute to France, says Stephan Winkelmann. The Chiron Sport ''110 ans Bugatti'' features the French tricolour ''le Bleu-Blanc-Rouge'', with its colours of blue, white and red on several parts of the bodywork and in the interior. The body and the front end are made from carbon fibre, while aluminium features in the Bugatti line and the Bugatti radiator. The rear end of the hyper sports car and the typical Bugatti line, the dominant ''C'', boast complex Steel Blue paintwork. The interior of the ''110 ans Bugatti'' features further French tricolours.

''France is Bugatti's home country. This is why it is an honour and an obligation for us to pay homage to our fantastic location in Alsace with these extraordinary vehicles,'' says Stephan Winkelmann. Molsheim was and still is a key element in Bugatti's brand history. It is here that Bugatti is planning its future and the celebrations of its 110th anniversary. This also includes a grand tour of places where company founder Ettore Bugatti was active. ''This will be an exciting and thrilling year for us. It is only just starting with the new models on display at the Geneva Motor Show,'' Bugatti President Stephan Winkelmann is pleased to report.

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[2] Chiron Sport: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G

[2] La Voiture Noire: WLTP fuel consumption, l/100 km: low phase 43.3 / medium phase 22.2 / high phase 18.0 / extra high phase 18.3 / combined 22.3; CO2 emissions combined, g/km: 506; efficiency class: G