MOLSHEIM
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BUGATTI AT THE I.C.E. ST. MORITZ: AN ARTISTIC SYMPHONY OF SOPHISTICATION, ELEGANCE AND PERFORMANCE



Set in the rolling peaks of the Engadine Alps, St. Moritz conjures images of sophistication and unequalled grace — a place that, in the heart of winter, transforms into a pearlescent paradise. As Lake St.

2026 BUGATTI AUTOMOBILES S.A.S.

Moritz transubstantiates into a sea of sparkling white ice, the village itself hosts one of the world's most spectacular concours: The I.C.E. St. Moritz; an unparalleled showcase of automotive grandeur, ushering in a spirit that defies the rugged splendor of winter and has endured through the passage of time: the passion for peerless automotive excellence and an ode to bliss and glamour.

Attracting over 20,000 automotive enthusiasts from around the globe over two days, The I.C.E. St. Moritz takes to the banks and expanse of the frozen lake — that ageless passion descending on the world-famous Alpine destination, as a tribute to a legend of Bugatti history takes to the majestic stage.
Honoring the feat of design that raised the bar for performance, luxury and engineering, three Veyron legends — a Veyron Grand Sport Vitesse 'Soleil de Nuit', alongside a Veyron Grand Sport Vitesse 'Rembrandt Bugatti' and Veyron Grand Sport Vitesse 'Meo Costantini' from Les Légendes de Bugatti collection — took to the ice in a display fusing unmatched performance and unique refinement, ice and fire, static presence and dynamic artistry; professional ice skaters weaving to and fro between the cars, capturing a timeless moment of grace. Together, a unique celebration of the automotive icon that ushered in the rebirth of Bugatti two decades ago, creating the hypercar and reshaping automotive history in an unmatched fusion of pure elegance and raw power.

Paying respect to this illustrious icon of the 2000s, Hedley Studios unveiled an appropriately unique, scaled tribute to the Type 35 for the first time — the Bugatti Baby II 'Meo Costantini'. Accompanied by its Veyron Grand Sport Vitesse namesake, the one-of-one represents a fitting testament to Bugatti's inimitable design language, and the unparalleled degree of customization defining the world of the French marque.

As one showcase spotlighting the splendor of Bugatti's past concluded, another spectacle of Bugatti-present came to pass. On the iced track astride the lake with mesmerized onlookers gathered, an exclusive dynamic demonstration of the hypercar taking the principle of Bugatti W16 performance to the extreme: the track-only Bolide. Three unique examples and their owners gracing the pristine ice, they pushed the boundaries of possibility, mastering mechanical performance amidst the challenge of ice and snow in an unprecedented, singularly Bugatti experience.

Precious members of Bugatti's illustrious history also participated in the famous Concours of Elegance; from the majesty of the Type 13, Type 35, and Type 37A in the 'Open Wheels' class, to the iconic EB110 in the 'Birth of the Hypercar' category, each in their own inimitable style turned heads and captured imaginations out on the opalescent wintry plain.

Away from the mesmerizing displays on the icy expanse, on the lake-bank in the effortlessly elegant I.C.E. Village, the marque ushered in a beautifully curated atmosphere of celebration — with Bugatti representatives welcoming discerning customers into a world of chalet-chic style, and toasting the spirit of community and achievement that inimitably defines Bugatti.

"Embracing the magic of winter in such a spectacular setting is always to be enjoyed — but it is honoring the majesty of Bugatti vehicles historic and present that makes this extraordinary gathering so special for us. It provides an unequalled opportunity to celebrate all that makes our marque unique, as a family. Our discerning customers were hugely excited to be part of this wondrous event, and to drive their cars in such a spectacular environment — from the unprecedented Bolide showcase on the ice, to the elegant Veyron homage with graceful ice skaters. It all comes together seamlessly to showcase the passion and pioneering spirit that collectively fuels us, creating memories that last a lifetime."

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[1] Veyron: