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BUGATTI IS SHOWCASING ULTIMATE AUTOMOTIVE CRAFTSMANSHIP AT THE QUAIL, A MOTORSPORTS GATHERING



A truly exceptional Bugatti 'one-off' — the Chiron Super Sport 'Golden Era' — takes center stage at The Quail, A Motorsports Gathering for the 20th anniversary of the event. Being a masterpiece like no other, it is the creative result of the Bugatti Sur Mesure service, which offers ultimate automotive couture, taking customers on a collaborative

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journey to create their perfect Bugatti without limits. Now, Sur Mesure evolves once more to bring customers an even deeper and broader scope for personalization, blending the boundaries of automotive with pure artistry.

One of the most prestigious events of its kind, The Quail, A Motorsports Gathering brings together extraordinary cars from around the world in a setting of unparalleled luxury with the Santa Lucia Mountain range forming the backdrop. At this year's gathering Bugatti debuts the Chiron Super Sport[1] 'Golden Era' and a W16 Mistral[2] in a shimmering gold finish that radiates against the Californian sun.
Making its public debut at The Quail, A Motorsports Gathering, the Chiron Super Sport 'Golden Era' is the very embodiment of the elevated Bugatti Sur Mesure program. It was united with its owner for the first time – a stage that is both iconic and fitting for such an illustrious work of art, having hosted many legendary Bugatti unveilings in previous years, like the ultimate roadster W16 Mistral last year or the track-only Bolide[3] in 2021.

As with every Sur Mesure creation, the Chiron Super Sport 'Golden Era' brings a story to life that weaves through time, legend and distinction. Today, this hyper sports car represents the pinnacle of hand-crafted luxury performance, taking bespoke craftmanship into another dimension. It took two years to create the Chiron Super Sport 'Golden Era' – a journey that was as meticulous as it is personal. The commission has resulted in a unique piece of art that beautifully captures the incomparable legacy of Bugatti in the form of a composition of 45 sketches of the brand's timeless icons, all hand-drawn directly onto the exterior body of the hyper sports car.

The sketching process alone took more than 400 hours to complete. In fact, such was the intricacy that entirely new techniques and processes had to be formed to guarantee the longevity and exquisite finish of the artwork. A bespoke color, a celebratory shade of gold named 'Doré', was specially designed for this occasion and applied with a gradient color split into a special metallic variant of 'Nocturne Black'.

Achieving a level of craftsmanship unlike anything before witnessed in the automotive world, the Sur Mesure program is a tailored personalization experience that knows no limits, bringing to reality the creative visions and exacting wishes of customers, no matter how challenging and complex the nature of the commission and the creative craftmanship underpinning the work.

A bespoke piece of art is an intimate ownership experience; and it is one that can only truly be appreciated when the artist and customer combine values of creative freedom to ensure the masterpiece is perfect in every sense.

Working with Bugatti's team of specialists, the customer will embark on a journey of co-creation and inspiration, ultimately crafting a hyper sports car that is incomparable and personal. In that sense, a Bugatti Sur Mesure car brings to life a story, expressing the inner personality of its owner while challenging the design and engineering teams on every level to achieve perfection. For many customers that also includes establishing connection to their deep appreciation of Bugatti's rich history, paying homage to the brand's iconic automobiles and legendary racing cars. Building a Sur Mesure project often requires processes which might not be the easiest or quickest of implementations for the team of Bugatti specialists, such

undertakings always result in the best outcome, adhering to the brand's uncompromisingly high standards that guarantee perfection is achieved every time.

''The Sur Mesure program is truly limitless in the creative possibilities it offers to customers, creating a car that is an intimate, personalized and bespoke artwork. The service is also testament to the incredibly gifted and talented Bugatti team of designers, engineers and specialists. These are individuals operating at the very top of their craft, setting trends and defining new chapters in luxury, artistry and technology'' said Bugatti Managing Director, Hendrik Malinowski.

''Our teams of designers and engineers walk step-by-step on this incredible and thrilling journey with the customer. It is the ultimate example in a collaborative partnership that knows no boundaries. A Bugatti Sur Mesure car is much like a timeless magnus opus. A painter may imagine their art hanging in a renowned gallery some 100 years into the future; a Sur Mesure masterpiece must be imagined on a Concours d'Elegance lawn a century from now.''

Since the earliest days of Ettore and Jean Bugatti's leadership, the ambition of the brand has been to push boundaries, not just in the physical sense – from wholesale engineering and technology innovations through to individual components – but also in artistic form, bringing ideas to life that redefine design boundaries, delivering bespoke craftmanship that is unparalleled.

''If comparable, it is no longer Bugatti,'' said Ettore. This ethos has stood the test of time. It is as true today as it had been on the day when Bugatti was formed in 1909.

Establishing a golden synergy at The Quail, A Motorsports Gathering is a shimmering 'Doré' W16 Mistral, radiating its exquisite aesthetic form, a design immersed in pure elegance.

Bugatti's ultimate roadster effortlessly evokes a sense of timelessness, making it truly incomparable; its status as a modern-day Bugatti icon already secured by being the roadgoing hyper sports car that draws to a close the era of the brand's momentous W16 powertrain.

As part of the Sur Mesure program, the W16 Mistral can be customized to nearly any customer request. The first bespoke commissions are already underway with customers, artistic work that showcases an even broader array of creative possibilities. In the same sense in which Bugatti strives for nothing less than perfection in all the cars leaving the Molsheim Atelier, the unique masterpieces from the Sur Mesure offer follow the same principles, furthering the evolution of a unique couture service for customers.

Following The Quail, A Motorsports Gathering, Bugatti will welcome its close customers on Saturday and Sunday at Le Domaine Bugatti, where they will be able to have a deeper look at the Chiron Super Sport 'Golden Era' and the golden W16 Mistral, and discover a very unique Bolide with golden accents.

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[1] Chiron Super Sport: WLTP fuel consumption, l/100 km: low phase 40.3 / medium phase 22.2 / high phase 17.9 / extra high phase 17.1 / combined 21.5; CO2 emissions combined, g/km: 487; efficiency class: G