BUGATTI AND THE MOLSHEIM FESTIVAL CELEBRATE THE BUGATTI TYPE 41 ROYALE CENTENARY



Each year, the Bugatti Festival, organized by the Enthousiastes Bugatti Alsace brings the marque back to the streets, roads and landmarks that shaped its story, in the heart of its spiritual Alsatian home in Molsheim. In 2026, the celebration returned with profound significance, honoring the 100th anniversary of the Bugatti Royale — one of the most

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ambitious and luxurious automobiles ever created — while offering a select group of customers a tailor-made Bugatti experience immersed in the marque's incomparable legacy in Alsace.

Across a weekend dedicated to heritage, artistry and the enduring spirit of Ettore Bugatti, 100 years of Bugatti history came together in a journey that celebrated the automobiles it has crafted over the course of more than a century.
At the heart of this year's festivities stood the Bugatti Type 41 Royale. A century after the birth of the Bugatti Royale, three of the most significant examples of Ettore Bugatti's automotive masterpiece returned home to Molsheim. Gathered on the historic grounds where the legend began, the Coupé Napoléon — designed in its final form by Jean Bugatti and Ettore's personal automobile, the Coupé de Ville Binder and the Packard Royale stood together as living testaments to Ettore's uncompromising vision.

Conceived as the ultimate expression of luxury, craftsmanship, and engineering ambition, the Royale remains one of the most extraordinary creations in automotive history. With its monumental proportions, unmatched elegance, and iconic status, it was a car designed for emperors, kings, and queens.

Reuniting three Royales — of the six still in existence — at the home of the brand is a rarity. Together, these remarkable automobiles offered a glimpse into the many facets of the Royale's story, from its design and craftsmanship to the individuality that made each example unique. Their presence transformed the Bugatti estate into a living chapter of history, celebrating a legacy that continues to define excellence a century later.

Presented first to Bugatti customers around the Château, the three Royales were also shared with classic-car owners visiting the Château on Saturday morning, as well as with fans and enthusiasts attending the Festival in Molsheim.

As part of the Festival, Bugatti created several distinctive moments for both its customers and the broader community of participants. An intimate Petit Tour, crafted for modern Bugatti owners, brought together 20 Bugatti hyper sports cars on a journey through Alsace, immersing guests in the eras that have defined the marque, from the Tourbillon to the Chiron, the Veyron, the marque's rebirth in Molsheim and, ultimately, the golden eras of Ettore and Jean Bugatti while crossing the region's most mesmerizing landscapes, from wine routes to mountain roads through forests.

Embarking from the YONA Hotel in Obernai, the Petit Tour led customers through the beauty of Alsace to a renowned winery, Maison Cattin, and a beautiful Château, Domaine Haslach. Along the way, theatrical scenes brought Bugatti's history to life, with stories recalling the people, visions and automobiles that have shaped the marque.

For Bugatti customers, the journey reached its climax with an elegant 1920s-inspired dinner in the Château, with the participation of Christophe Piochon, President of Bugatti Automobiles and Hendrik Malinowski, Bugatti Managing Director, extending the spirit of the celebration beyond the road. The three Royale automobiles took center stage behind the Château, becoming the centerpiece of the evening. Through its immersive décor and atmosphere, the evening recreated that distinctive spirit of an era when Ettore Bugatti welcomed customers to Molsheim and treated them to the finest hospitality.

The following morning, Bugatti hosted all Festival participants and their classic gems at its Molsheim premises for a convivial breakfast, surrounded by the three Bugatti Royales, overlooking the 70 other classic Bugatti cars before they departed on their own tour around Alsace. The Enthousiastes Bugatti Alsace's festivities continued through the weekend with a main gathering in the heart of Molsheim on Sunday.

Among all the legends of the brand's inimitable history on display was an exceptional collection of Type 35s, including a 1927 Grand Prix example, alongside a 1934 Type 57 Stelvio and a Type 57 C Cabriolet by Gangloff. A selection of modern Bugatti automobiles completed the display, bringing together icons from across the marque's history.

Beyond the parade of cars through the crowds, one of the highlights of the Sunday celebrations was the Festival award ceremony. On this occasion, the 1934 Type 57 Stelvio was presented with the "Prix Bugatti Automobiles", while President Christophe Piochon received the prestigious "Bretzel d'Or" award — often regarded as the Alsatian equivalent of the Legion of Honour — in the year the award marked its 50th anniversary.

As with every edition of the Festival, the town itself became part of the story, with the streets of Molsheim welcoming the sound, presence and emotion of Bugatti automobiles from across generations.

"The Bugatti Festival is always a deeply meaningful moment for the marque, because it brings together our modern era and our customers with the incredible history that defines Bugatti. This year, with the 100th anniversary of the Royale, that connection was even more powerful. To see three Royale automobiles in Molsheim — especially at the home of the brand — alongside historic Bugatti creations, passionate collectors, customers and enthusiasts, was a moving reminder of what makes Bugatti unique. The Festival brings together the people who share this passion and celebrates a heritage that continues to inspire — from the roads of Alsace to the Château, and through the extraordinary automobiles that carry the Bugatti name forward."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

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