MOLSHEIM
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BUGATTI MARKS MORE THAN 100 YEARS OF SHARED HISTORY WITH A NEW HOME IN BRUSSELS



For more than a century, Bugatti and D'Ieteren in Brussels have shared a connection. Bugatti chassis have passed through the company's workshops since as far back as 1919 for bespoke coachwork, and since 2006 Bugatti Brussels has been operated by D'Ieteren. Today, 20 years later, this partnership now enters an exciting new chapter with the Grand Opening of a new showroom in the heart of the Belgian capital.

2026 BUGATTI AUTOMOBILES S.A.S.

The partnership began in 2006, when Bugatti Brussels became one of the first partners in Europe to establish a dedicated Bugatti showroom. Over the past two decades, D'Ieteren has been a consistently strong partner during the most defining moments in Bugatti's modern history; from the Veyron and Chiron to the W16 Mistral and, today, Tourbillon.
When D'Ieteren established itself as a luxury coachbuilder in 1919, Bugatti was among the prestigious marques whose chassis were equipped by its expert artisans in the historic workshops at 50 Rue du Mail. During the showroom's Grand Opening evening, a 1929 Type 44 — built according to the lightweight Weymann bodywork principles and completed by Carrosserie D'Ieteren — stood on display as a reminder of that shared history, founded on craftsmanship and a desire to push the boundaries of automotive design for the gathered clients, collectors and guests.

Mate Rimac, CEO of Bugatti Rimac, Hendrik Malinowski, Managing Director at Bugatti, and Florian Westermann, Head of Exterior Design attended the event that celebrated not only 20 years of a modern partnership, but almost 110 years of and incredible shared legacy. D'Ieteren's President Nicolas D'Ieteren, Denis Gorteman CEO of D'Ieteren Auto, as well as Retail Director of Luxury Performance, Jean-Francois Bernaerts were also joined by Thierry Knop, General Manager of Bugatti Brussels and Bernard Van Bellingen, Brand Manager of Bugatti Brussels, for the evening's cocktail reception followed by an intimate dinner in the aftersales workshop — transformed exclusively for a once-in-a-lifetime experience among some of the most extraordinary Bugatti models, orchestrated by French Michelin-star chef, Michel Roth.

For the occasion, a selection of Bugatti icons represented physical manifestations of the two partners' shared journey, through their illustrious past and into the present. The legendary Type 35 A, as well as the Carrosserie D'Ieteren-bodied Type 44, stood alongside Veyron, Chiron, Mistral[1] and Tourbillon[2], showcasing every era shared between the two brands. As a tribute to this incredible relationship between the two partners, Mate Rimac gifted the Bugatti Brussels team a hand-made sketch tracing the joined legacy from the 1900s to today.

> "Our story with Belgium goes back further than most people know. For the last 20 years Bugatti Brussels has been an active, trusted part of it — most importantly, as a partner that brings our clients into the Bugatti family, whether that's tonight or at events like the recent Petit Tour we organised together in Alsace during the Molsheim Festival. The opening of this new showroom is a celebration of that partnership, but also a moment to look ahead. As Bugatti enters a new era, it is important that our clients and enthusiasts have a place where they can experience the marque, our heritage and our latest creations in an environment that reflects the spirit of Bugatti."
>
> HENDRIK MALINOWSKI
> MANAGING DIRECTOR AT BUGATTI

For Bugatti and Bugatti Brussels, this latest opening is a milestone that brings together a long-standing relationship and the future of the marque, embodied by the Tourbillon. With six Tourbillon models now in Belgium alongside 15 Veyron and Chiron models, the country has a strong and passionate Bugatti community — one that continues to embrace each new chapter in the marque's story.

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[6] Chiron: 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

[6] 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

[6] Bolide: Not subject to Directive 1999/94/EC, as it is a racing vehicle not intended for use on public roads.

[6] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G

[6] EB110:

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