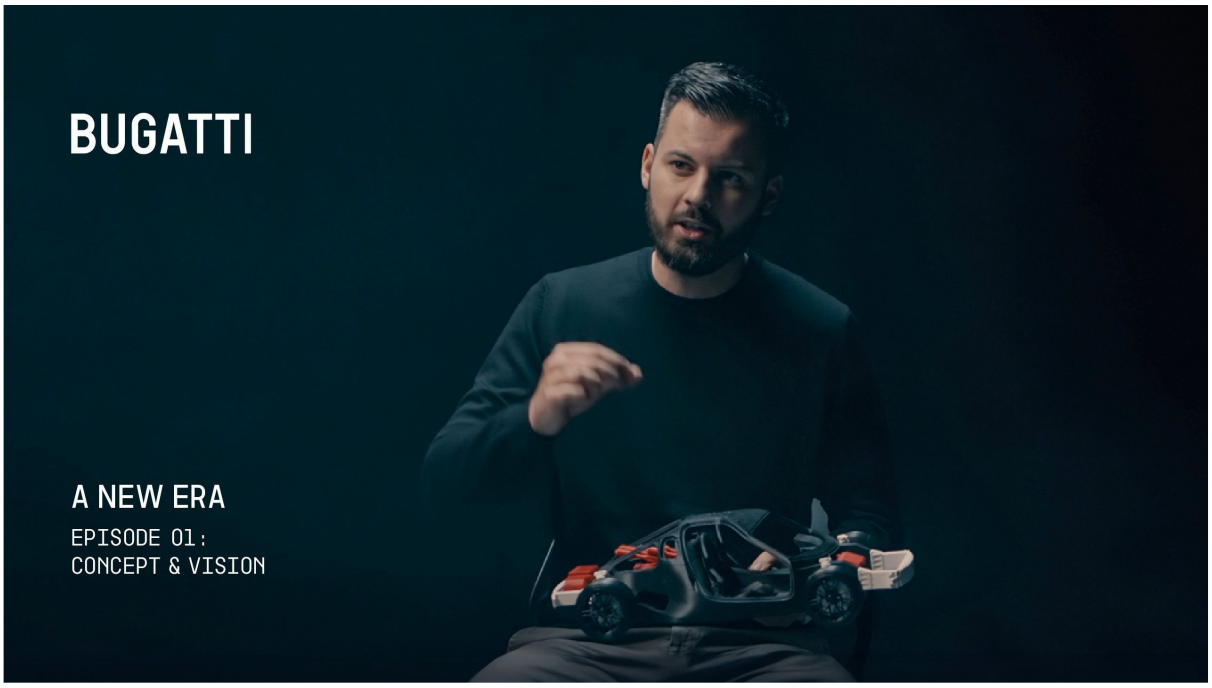
BUGATTI PRESENTS A NEW DOCUSERIES THAT TAKES VIEWERS ON A JOURNEY INTO ITS NEXT ERA



In a new docuseries Bugatti invites the world to explore the journey behind its exciting next era with visionary leader, Mate Rimac, at the helm.

The YouTube-series premiers with its first episode today on June 18, with Mate Rimac, CEO of Bugatti Rimac, outlining his vision for the Chiron's successor, the innovative approach that made a concept become reality, the challenges the team faced and the need to relentlessly pursue perfection at all times.
''Bugatti is created by extraordinary people. We are standing on the shoulders of giants,'' Mate Rimac begins at the start of the film, echoing the very sentiment that has driven the brand to be at the vanguard of the automotive world since its inception — an unrivalled position that

is inspired and influenced by founder Ettore Bugatti's timeless words, 'if comparable, it is no longer Bugatti.'

''When I was faced with the challenge of what to do next, it was not obvious at all. It was about pushing the limits while at the same time being the ultimate in design, quality, details and craftsmanship,'' Mate Rimac explains. And it is this vision that is the cornerstone of the all-new Bugatti hyper sports car, a testament to innovation and tradition intertwined, illuminating the path for Bugatti's ambitious journey ahead.

For over 115 years, Bugatti has held itself to the highest of standards, which is why the iconic cars the company has created have long represented the very pinnacle of the automotive world. But along with unrivalled design, engineering and technological prowess, a Bugatti must also stir the emotions. Just as the Chiron[1] had done, the new era of Bugatti must unify beauty and passion, history and technology, to ensure it is not only a worthy successor but also authentically Bugatti. At the heart of creating that emotive connection is a brand-new high-revving naturally-aspirated V16 engine, paired with a high-performance electric powertrain that melds cutting-edge technology with the timeless thrill of a combustion engine.

The first episode of the docuseries delves into the synergy between Bugatti's storied legacy and Rimac's cutting-edge technology, detailing how this partnership overcame skepticism to forge a revolutionary path forward. As the first episode airs, viewers will gain an unprecedented look into the heart and mind of Mate Rimac, witnessing the passion, innovation and spirit that defines the next generation of Bugatti hyper sports cars. This is not just a new car; it's the dawn of a new era for an iconic brand with nearly 120 years of history. And the journey will continue...

Watch 'La Grande Première' live on newsroom.bugatti.com or the official BUGATTI YouTube channel from 22:00 CEST on June 20.

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