BUGATTI SELLS THE LAST VEYRON



Bugatti has sold the 450th and last Veyron. 16 cylinders, 1,200 PS, a maximum torque of 1,500 Nm, 0 to 100 km/h in 2.5 seconds and a world record speed of 431.072 km/h — these are the figures that describe the magic and uniqueness of the ultimate supercar of the modern era. The Veyron has caused a sensation across the world ever since its launch ten years ago. The Veyron is limited to 450 units: 300 long since sold-out coupés — the Veyron 16.4 delivering 1,001 PS and the Veyron 16.4 Super Sport delivering 1,200 PS — and 150 roadsters — the Veyron 16.4 Grand Sport with 1,001 PS and the Veyron 16.4 Grand Sport Vitesse with 1,200 PS. The final roadster has now been sold. Bugatti will be exhibiting the Veyron with chassis number 450, the Grand Sport Vitesse "La Finale", at the Geneva Motor Show (5 to 15 March 2015) as a world première.

"In the Veyron, Bugatti has created an automobile icon and established itself as the world's most exclusive supercar brand," says Wolfgang Dürheimer, President of Bugatti Automobiles S.A.S. "So far no other carmaker has managed to successfully market a product that stands for unique top-class technical performance and pure luxury in a comparable price/volume range. An unprecedented chapter in automobile history has reached its climax."

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The development of the Bugatti Veyron represented one of the greatest technical challenges ever in the automotive industry. The Bugatti developers were given four goals in the specifications for the supercar: it should transfer more than 1,000 PS onto the road, drive faster than 400 km/h, accelerate from 0 to 100 km/h in less than three seconds and — the biggest challenge — in this configuration still be suitable for driving 'to the opera' in comfort and style. The Veyron 16.4 was presented in 2005 — the rest is history and a major success story. The open-top version, the Veyron 16.4 Grand Sport, followed in 2008. In 2010, the Veyron 16.4 Super Sport with increased power was launched and was then joined by the roadster version, the Veyron 16.4 Grand Sport Vitesse, in 2012.

''The Veyron is unique in many respects even ten years after its launch,'' says Dürheimer. In addition to its unequalled technical and dynamic characteristics, the Veyron features a timeless design. The supercar is the modern interpretation of Bugatti's brand values ''Art, Forme, Technique'' and its striking lines and details continue the design DNA of the French luxury brand without compromise. Confirms Dürheimer: ''The Veyron is not just a masterpiece of modern automobile design, it is more an automotive piece of art.''

''Besides the certainty of owning the world's fastest production super sports car with a high degree of individual exclusivity, Bugatti customers appreciate that, upon purchasing a Veyron, they become part of the history of an automobile brand that is steeped in tradition,'' says the Bugatti president. ''Many of the cars find their place in private collections and are purchased by automobile connoisseurs as investments.'' Including options, the average price of the vehicles sold recently amounted to 2.3 million euros. Bugatti will fittingly celebrate the icon that is the Veyron at the upcoming Geneva Motor Show. The Alsace-based super sports car manufacturer will present the 450th vehicle as a world première — alongside the Veyron with chassis number 1 that left the Atelier in Molsheim ten years ago. A customer from the Middle East has secured number 450, the Grand Sport Vitesse ''La Finale'', for himself. This vehicle will represent a collector's item of particular value.

The Geneva Motor Show will take place from 5 to 15 March 2015 at the Palexpo exhibition centre in Geneva. The Bugatti exhibit is in hall 1.

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[1] Veyron: