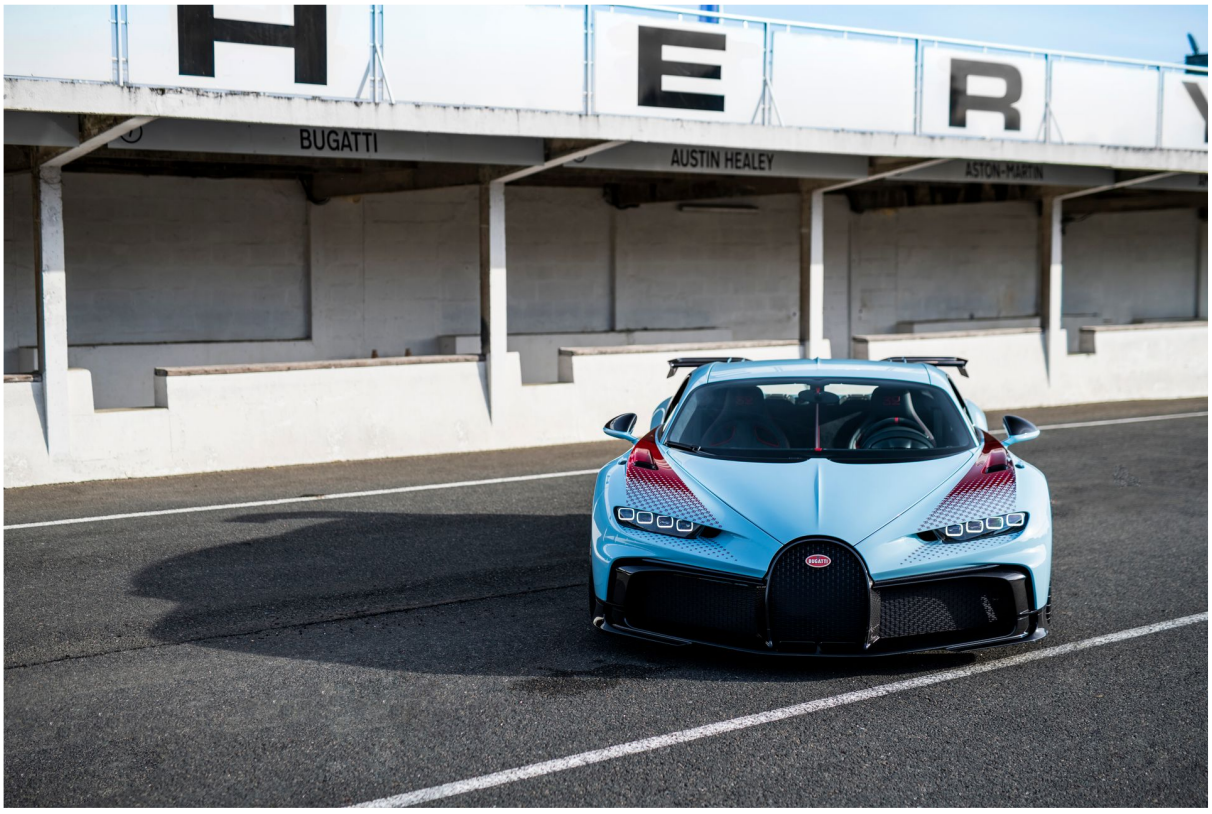
MOLSHEIM
12/9/2021

‘BUGATTI SUR MESURE’: OFFICIAL CUSTOMIZATION PROGRAM BEGINS WITH BESPOKE CHIRON PUR SPORT



‘Bugatti Sur Mesure’ becomes the official customization program in response to ever-growing demand for personalized Bugatti creations. The first official ‘Sur Mesure’ creation takes inspiration from Bugatti Grand Prix heroics.

2026 BUGATTI AUTOMOBILES S.A.S.

112 years on from the birth of Bugatti in Molsheim, France, three defining elements remain central to the brand's customer offering: heritage, innovation and the finest craftsmanship. With the world's greatest minds in engineering and design, new paradigms in performance are paired with never-before-seen levels of personalization, and today — in response to ever-increasing customer demand — Bugatti formalizes its bespoke customization program: 'Bugatti Sur Mesure'.
Translated as ''tailored'', Bugatti Sur Mesure builds upon the marque's distinguished history of coachbuilding, handcrafted interiors, paint finishes, embroidery and bodywork, gathering the collective expertise of its skilled designers and engineers to form a brand-new program to meet growing customer demand for ultra-customized designs, materials and finishes.

As part of the official program, with one-to-one support from the Bugatti Sur Mesure Team, customers will be guided through the world of possibilities open to them. When configuring a Bugatti, the sheer number of exterior colors and leather finishes is nearly unlimited, but for those who wish to take a further step and create a truly unique piece of personalized automotive art, Bugatti Sur Mesure is at their disposal. From initial design concept through to vehicle production and final handover, customers will receive the full Molsheim experience.

EXPANDING UPON EXCELLENCE

In recent years, Bugatti has showcased the depth of its ability to personalize its hyper sports cars to an ever-greater degree. Setting new standards in 2013, the Veyron 'Les Légendes de Bugatti' series saw six exclusive model editions, each personalized with unique exterior and interior finishes, celebrating individual heroes of the marque.

2019 witnessed the arrival of the Chiron[1] 'Zebra 1 of 1' — a special commission for a customer in Qatar. Featuring an elaborate Titanic Blue and Gunpower Grey color scheme, the hyper sports car was hand painted by Bugatti's talented craftspeople over the course of more than three weeks.

2021 saw the now-famous Divo[2] 'Lady Bug' come to epitomize the true extent to which Bugatti is able to intricately customize its hyper sports cars. A highly complex geometric-dynamic algorithmic fading pattern was developed over 18 months for the Divo's bodywork, illustrating how Bugatti is continuing to push the boundaries in making customers' visions become reality.

A SOURCE OF INSPIRATION

Now, Bugatti Sur Mesure unveils its first customer project, a Chiron Pur Sport[3] inspired by the 20th century heroics of renowned racing driver, Louis Chiron. The legend of the Bugatti brand continues to resonate with customers and passionate fans of the marque across the globe. Early racing pioneers who piloted Bugatti's prototype racing cars continue to fascinate and are admired for their bravery and talent displayed on-track. Today, their spirit lives on and is the very source of the custom design of the unique Chiron Pur Sport.

Among Louis Chiron's countless victories at the wheel of a Bugatti was his legendary 1931 win at the French Grand Prix, together with Achille Varzi, in a Bugatti Type 51 emblazoned with the number '32'.

This number — painted entirely by hand — now proudly adorns Bugatti's modern hyper sports car as just one of a number of custome-made elements developed especially for this customer. Two new exterior colors were created to pay homage to the legendary Grand Prix racing Bugattis of the '20s and '30s.

The Bugatti Sur Mesure team also developed a new fading 'EB' painted pattern, applied meticulously by hand, which is complemented by a multi-layer stitched 'EB' motif on the door panels. Both required new techniques and processes to be developed by the Bugatti Sur Mesure team.

The '32' and 'Grand Prix' motifs continue throughout the cabin, including a special center console inlay in black anodized aluminum, with a silver hand-painted inscription. The motifs extend to the door sills, headrests and entry lights. Subtle branding distinguishing the model as a rare and unique product of the program can also be found.

Hendrik Malinowski, Bugatti's Managing Director for Sales and Marketing, comments: ''For many years, we have worked with our clients to create their own personal vision of the ultimate hyper sports car. It has always been a highly tailored process, but as an ever-increasing number of our clients request detailed and intricate customization, the launch of Bugatti Sur Mesure will ensure we can cater to their desires with the perfect level of detail required from a Bugatti.

''Our clients are often deeply intrigued by Bugatti's motorsport lineage, and it's fitting that the first Sur Mesure commission should pay homage to one of our great racing icons. We're so taken with this creation that we intend to make many of this customer's ideas available to more of our clients with the Chiron Pur Sport.''

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[1] Chiron Pur Sport: 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