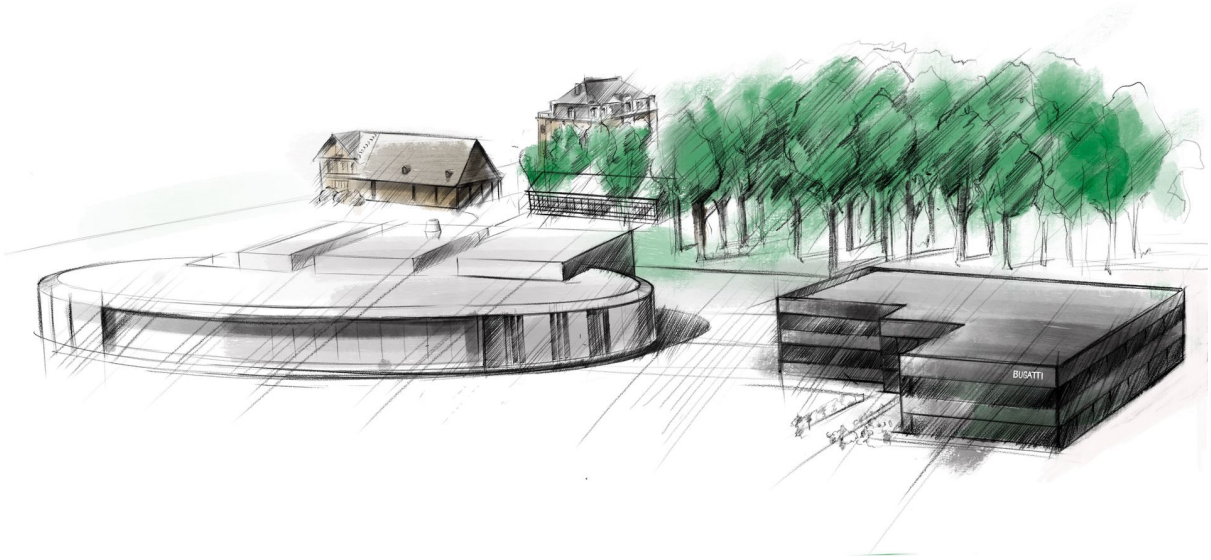
BUGATTI TO GROW ITS MOLSHEIM HOME



Bugatti's headquarters in Molsheim, France, is set for substantial expansion and development.

Part of an ongoing investment program that will support the development of new automobiles beyond the Chiron[1] era, a new facility — located next to the Atelier — is to be added to the Molsheim site in the second half of 2024. The new addition to the Molsheim operations will support ongoing programs, including the production of the Bolide[2], the most extreme Bugatti ever created, and the W16 Mistral[3], the ultimate Bugatti roadster, as well as future-focused development projects like the first car that will be produced under the governance of the Bugatti Rimac.

The new facility — which will span two floors totaling a 2,120 m2 space — will be a unique place for Bugatti employees to gather, fostering new levels in project management. It will also house new team members that will join the brand. Bugatti is accelerating its global recruitment campaign to attract new talents to Molsheim and target growth in departments such as quality control, planning, logistics and production. The brand has also launched its all-new apprenticeship program which has already been a great success with all trainee positions having been rapidly fulfilled. At Molsheim, where the headquarters lies, the brand plans to increase its workforce by more than 50% by the end of 2027.

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''The addition of this new facility at our home in Molsheim will be timed perfectly with the expansion of the brand and product range, showcasing the strength of Bugatti as we head into an exciting future,'' said Christophe Piochon, President of Bugatti Automobiles.

Having produced and delivered the greatest number of Bugatti automobiles in a 12-month period to customers across the world, 2022 became a record-breaking year for the French luxury marque. As Bugatti embarks upon a new automotive era, under the formation of Bugatti Rimac, the brand's position as the leading manufacturer of hyper sports cars has been further highlighted in the first half of 2023 and will continue to flourish into the future as a new range of performance-defining automobiles are created and high-tech facilities in Molsheim are established and become operational.

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