MOLSHEIM
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# BUGATTI TOURBILLON: CELEBRATING A NEW ERA AT THE BIRTHPLACE OF THE BRAND




**Bugatti's 115-year journey has reached a new milestone with the introduction of the Bugatti Tourbillon, heralding an entirely new era for the brand. This evolution was celebrated with an incredible series of festivities at the Château Saint Jean in Molsheim, culminating in a spectacular World Premiere, 'La Grande Première'. More than just the debut of next-generation performance, the event showcased the future**

2026 BUGATTI AUTOMOBILES S.A.S.

**direction of a marque at the vanguard of the automotive world since its inception.**

Particularly significant, the launch of the Tourbillon[1] marked not only the first car introduced under the collaborative partnership of Bugatti and Rimac but also the first major gathering at Bugatti's Molsheim headquarters since the 110-year celebrations in 2019. The festivities honored those who have played an integral role in Bugatti's history — from customers to partners and employees across the brand's eras — with a week of unparalleled experiences. The highlight of the week, the highly exclusive 'La Grande Première' on June 20, saw a select group of more than 300 guests come together to be among the first to witness the future of Bugatti. Welcomed by CEO Bugatti Rimac, Mate Rimac, President of Bugatti Christophe Piochon and Managing Director of Bugatti Hendrik Malinowski — attendees were given the opportunity to witness an incredible line-up of iconic models of the past. Icons like the Type 57SC Atalante, celebrated as one of the most elegant car in the world, the Type 35, heralded as the most successful racing car ever, and the Type 41 Royale, recognized as one of the most ambitious luxury cars of all time.

These cars, exhibited like jewels across, the Bugatti premises, form the cornerstone of Bugatti's inspiration, encapsulating the essence of beauty, performance, and luxury. Their timeless blueprint shaping the vision of the Tourbillon. The display also celebrated a remarkable 20-year period for Bugatti, showcasing the incomparable journey — from the Veyron to the Chiron[2] — marking the end of an era, while honoring the giants that have shaped the brand. The rarest of which included the most valuable new car ever sold at auction, the automotive solitaire Chiron Profilée, and the one-of-one La Voiture Noire, which pays homage to the famous lost Bugatti Type 57SC Atlantic of Jean Bugatti.

During the apéritif, with a glass of Bugatti Carbon Champagne in hand, guests had the opportunity to admire the latest Bugatti Lifestyle creations. These included the luxury Jacob & Co timepieces as well as the latest Baby Bugatti II from The Little Car Company, and the exclusive Asprey egg.

In the Remise Sud, where customers are usually welcomed and guided through the personalization of their cars, a rare Centodieci — paying tribute to the legendary EB110 — was on display alongside the legendary EB110 itself. Jascha Straub, Head of Sur Mesure and Personalization, offered guests a live-sketching experience on a car bonnet.

After a fine dining experience punctuated with elegant music played by a string quartet, hosted in an incredible luxury 1920s-inspired structure built in the park behind the iconic Château Saint Jean just for the event, anticipation peaked as Bugatti prepared to unveil the first model of a new era: the Tourbillon.

Preceding the unveiling was a recap by Christophe Piochon of the brand's 115-year history, paying homage to the visionary minds who made this moment possible — like Ettore Bugatti, the founder in 1909; Romano Artioli, who travelled to Molsheim especially for this occasion and

was sitting in the audience; and Ferdinand Piëch, who relaunched the brand 20 years ago — introducing the vision behind the new car, which was explained by CEO Mate Rimac.

With a dramatic flourish, Bugatti's new hyper sports car emerged through a portal, following a mesmerizing modern dance performance.

The Tourbillon made its appearance, driven by Bugatti Pilote Officiel Andy Wallace, and accompanied by Bugatti Rimac CEO Mate Rimac. Following two turns on the turntable, the doors of the Tourbillon swung open. Mate Rimac stepped forward, disclosing the name of Bugatti's latest icon and delving into its technical prowess under the theme "Form follows performance", highlighting the unparalleled design.

Bringing together more than a century of peak development, the Bugatti Tourbillon features an all-new chassis and performance-honed body, along with an all-new V16 engine and electrified powertrain. As Mate Rimac unveiled the car, his excitement was palpable, reflecting the anticipation of the audience. The Bugatti Tourbillon emanates the timeless craftsmanship and cutting-edge technology synonymous with the French automotive brand, marking the start of a new era guided by the visionary spirit of founder Ettore Bugatti. The crowd's admiration mirrored Mate's passion, creating a shared moment of exhilaration and hope for the future.

Following the stunning reveal of the Tourbillon, Frank Heyl, Bugatti's Director of Design, took to the stage. He passionately revealed the intricate thoughts and groundbreaking innovations behind the concept. Heyl's explanation highlighting the meticulous design process and the visionary ideas that shaped the Tourbillon.

The launch of the Tourbillon marks a defining moment for Bugatti and Mate Rimac, whose vision for the future is crystal clear. With its new icon, Bugatti aimed to create a vehicle that surpassed all previous standards — ultimately striving for incomparability. This philosophy will permeate every aspect of the brand's endeavors. Rooted in the legacy of giants, Bugatti is poised to exceed every benchmark of excellence

Succeeding the unveiling, attendees were invited onto the stage to admire the car up close and engage in discussions with the Bugatti team. This spectacle, livestreamed to a global audience, showcased the introduction of a new icon.

Ahead of an unforgettable World Premiere, Bugatti gave a select group of owners the chance to experience a ''Petit Tour'' around Alsace, a bespoke adventure designed especially for them to kick start the festivities. The event started with a private dinner at the 5 Terres Hotel & Spa in Barr, and included a convoy through the enchanting landscape of Alsace, led by Bugatti Pilote Officiel Pierre-Henri Raphanel — who has held the role of Pilote Officiel since 2005. Attended by some of Bugatti's most remarkable creations, including a never-before-seen Mistral prototype, the procession concluded at Bugatti's headquarters in Molsheim after visiting Château Du

Hohlandsbourg and Château Ollwiller. Guests then returned to their hotels to refresh and prepare for the World Premiere.

After unveiling the new Bugatti Tourbillon to its customers and partners, Bugatti extended the celebration to its enthusiasts and friends. On June 22, over 200 guests gathered to experience the Tourbillon up close, reinforcing the strong relationship between Bugatti's classic and modern worlds. Throughout the morning, attendees — including members of Club Bugatti France, Enthousiastes Bugatti Alsace, Musée de l'Automobile de Mulhouse, and esteemed collectors — despite the rain, arrived on the brand's premises behind the wheels of the most extraordinary classic Bugattis. They had the opportunity to delve into Bugatti's rich heritage and future vision.

To honor the dedication of Bugatti and Bugatti Rimac colleagues who made this new era possible, Bugatti devoted that afternoon to a Family Day, attended by over 1,000 guests. The event included exclusive walks around the Bugatti Atelier, where colleagues and employees had the opportunity to preview the very first Bolide cars in production, and heritage tours showcasing the brand's most iconic historic vehicles displayed on the Molsheim grounds.

For those who have dedicated their careers to Bugatti, this special event with their families — featuring activities such as a magician, a photobooth in front of the majestic Type 41 Royale, coloring of Bugatti sketches, as well as food and drinks, along with the unveiling of the Tourbillon; the result of countless hours of hard work and energy — and a visit to their second home, brought a lot of emotion.

Throughout the Tourbillon World Premiere activities, every moment was an ode to Bugatti's past, present, and future — an homage to the enduring spirit of excellence that has defined the marque for over a century. A grand gathering of the Bugatti family, marking the beginning of this new, incomparable era.

Christophe Piochon, President of Bugatti, said:

"The Bugatti Tourbillon represents the latest creation in our relentless pursuit of perfection. With the Tourbillon, we pay tribute to the vision of Ettore Bugatti, melding the beauty, luxury, and performance that define our heritage. The Bugatti World Premiere events reaffirm our commitment to pushing the boundaries of automotive innovation and craftsmanship, creating icons that stand the test of time. We chose to host these events in Molsheim, the birthplace of our brand, to honor the heritage and legacy that is so cherished by our customers. It was also extremely important for us to involve not only our valued customers and partners but also the friends of the brand, as well as our colleagues from the Bugatti Rimac group and their families, to celebrate their loyalty and dedication."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI

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