BUGATTI W16 MISTRAL DAZZLES IN SINGAPORE



The Bugatti W16 Mistral captures the heart and soul of Singapore, a futuristic and influential city state immersed within a culture steeped in tradition and values.

Positioned on the strait between the Indian Ocean and South China Sea, Singapore Island, along with its 64 smaller inlets, is a spiritual hub where east meets west, nature meets technology and where the past entwines with tomorrow.
In a city of towering buildings, architectural masterpieces and timeless heritage, the W16 Mistral[1] blends in seamlessly. In this respect — and just as Singapore celebrates its heritage within a relentlessly modernized environment — the Bugatti design team channeled inspiration from the timeless elegance of the 1934 Type 57 Roadster Grand Raid in their design of the W16 Mistral.

Known as 'Garden City', Singapore epitomizes the spirit of latitude, forming a compelling union with the total freedom and sense of adventure that comes from being behind the wheel of

Bugatti's ultimate roadster. Whilst on the island, the W16 Mistral stopped at iconic locations and revered sites, aptly connecting the hyper sports car with its cherished surroundings. The iconic Gardens by the Bay, the huge, world renowned showpiece of horticultural excellence at the Marina Bay Waterfront has become an essential part of the Singapore experience, with the 250-acre nature park of biodiversity. The bustling Central Business District — a financial hub of Asia — consists of imposing skyscrapers that sit harmoniously side-by-side with Singapore's calming natural world backdrop. Old meets news, east merges into west; the Buddha Tooth Relic Temple and the Victoria Concert Hall beautifully contrasting some of the diversity that makes Singapore a special and unique island. The W16 Mistral, so diverse in character and ability, fits in seamlessly here.

Kostas Psarris, Regional Director, Middle East & Asia at Bugatti, said: ''The world has looked on in admiration as Singapore has developed such a strong economy and become a truly enviable place to live, and it is no surprise it is now home to so many ultra-high net worth individuals. We know from our recently opened showroom that there is massive interest in Bugatti in Southeast Asia, so it is a genuine privilege to be able to bring the W16 Mistral here. As with Singapore itself, this incredible car demonstrates there is no limit to what can be achieved when there is an unquenchable desire to succeed.''

The W16 Mistral's final stop in the city was for a private customer event in the Bugatti Singapore Showroom. Opened in 2021 as part of a partnership with Wearnes, a leading luxury automotive retailer established in 1906, the beautifully immersive showroom was the ideal showcase venue for the W16 Mistral, with many guests in awe of the roadster's timeless and elegant design.

All 99 examples of the W16 Mistral were sold before it was formally revealed, and customizations get underway this year, with deliveries due in 2024.

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[1] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G