MOLSHEIM
12/11/2025

BUGATTI WELCOMES CUSTOMERS FOR A FESTIVE CELEBRATION OF AN HISTORIC YEAR



Every December, as the year reaches its final chapter, Bugatti welcomes its customers to Château Saint-Jean for an evening that has become one of the marque's most cherished traditions. The "Soirée de Noël" is a moment to come together, reflect on the months gone by, and celebrate the sense of community and family spirit that defines Bugatti. This year, around 100 guests from across the world gathered in

2026 BUGATTI AUTOMOBILES S.A.S.

Molsheim, sharing an evening so unique that its memories will endure long into the future.

The year behind Bugatti has been one to remember, celebrating its remarkable past and its exciting future. The Veyron's twentieth anniversary was honored as a milestone in hypercar history, while the Mistral, Bolide and Tourbillon showcased the brand's current line-up, each vehicle exemplifying Bugatti's unique vision.
Château Saint-Jean, illuminated for the festive season, set the tone for an evening shaped by warmth and camaraderie. Mate Rimac, CEO of Bugatti Rimac, Christophe Piochon, President of Bugatti, and Hendrik Malinowski, Managing Director of Bugatti, greeted guests as they stepped inside. With a glass of Champagne in hand, those attending mingled before gathering on the Château's iconic steps for the traditional photograph — a souvenir that each guest would take home, a framed reminder of both the memorable evening and the Bugatti family they are part of.

Inside the Aftersales Atelier, artist Charles Kaisin's imaginative transformation created a dreamlike setting for the dinner. Two long tables united every guest, encouraging connection within an immersive, surrealist experience where every detail, guided by the master of ceremonies, added a sense of wonder to the night.

Guests were treated to a dazzling show that brought the Bugatti legacy to life. From the ballet of the waiters and trompe l'oeil dishes to performances and interactive moments celebrating 20 years of the legendary Veyron, every element honored the brand's legacy, its milestones and the passion of its community.

Historic cars such as the Mistral[1] World Record Edition, Veyron Vitesse World Record Edition and Bolide ''100th Anniversary'', which pays homage to the iconic Type 35, stood as powerful symbols of the brand's unparalleled achievements, creating a unique avant-garde atmosphere where artistry and shared devotion converged.

Drawing on Bugatti's Alsatian roots, the evening offered an intimate, chalet-inspired gathering, echoing the charm of a traditional Christmas market. Guests enjoyed chestnuts, mulled wine and signature cocktails inspired by Bugatti's heritage, accompanied by soft jazz soul music. In the Design Studio within the Remise Sud, the Brouillard[2] took center stage as discussions unfolded around the newly unveiled Bugatti creation. This one-of-one masterpiece underlined Bugatti's return to true coachbuilding with Programme Solitaire, an exclusive offering limited to just two unique creations each year, continuing a legacy that has flowed through the marque's DNA for over a century.

Since 2023, Bugatti has embraced festive traditions that celebrate both community and generosity. As a reminder of last year's celebrations, guests were welcomed by the previous year's baubles adorning the tree at Château Saint-Jean and invited to leave, once again, their personal messages on this year's decorations, honoring the Brouillard in its signature color. In the same spirit, a charitable auction was held in support of Semeurs d'Étoiles, a local charity, with whom Bugatti has forged close ties, dedicated to the care and wellbeing of hospitalized children and their families.

Following in the footsteps of Ettore Bugatti and René Lalique, the winning bid of €55,000 secured an exclusive experience combining the best of Ettore's heritage in Molsheim and Lalique's craftmanship and exquisite hospitality in Northern Alsace. The bidder also departed

with a unique handcrafted piece of the ''Dancing Elephant'' sculpture by Lalique, inspired by Rembrandt Bugatti's unmistakable sculpture, which pays tribute to the artistic legacy of the Bugatti family.

> ''This is a special season for everyone; the end of the year is always an opportunity to reminisce. It provides a chance to look back at moments that are now etched into the history of Bugatti as well as in everyone's cherished memories. We feel privileged to have such passionate and committed customers who share this journey with us. Here's to sharing more incredible new experiences and memories together, next year and beyond.''
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> HENDRIK MALINOWSKI
> BUGATTI MANAGING DIRECTOR

The 2025 ''Soirée de Noël'' was a testament to the strength of the relationships Bugatti has built with its customers over the years, rooted in shared trust and a love of truly unique experiences. As 2026 approaches, Bugatti continues to create even more opportunities to celebrate and share unparalleled moments.

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[4] Veyron:

[4] 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

[4] Bolide: Not subject to Directive 1999/94/EC, as it is a racing vehicle not intended for use on public roads.

[4] Brouillard: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.