

CANNES CORPORATE MEDIA & TV AWARDS 2015: SILVER DOLPHIN FOR BUGATTI



Bugatti's film celebrating the 10th anniversary of the Veyron 16.4 and the presentation of the 450th and final vehicle in March this year has won a Silver Dolphin at the 6th Cannes Corporate Media & TV Awards 2015.

This year, an international jury of 45 industry experts and media representatives selected the best corporate films from a total of more than 770 entries from 40 countries. The Bugatti film: "Celebrating an Icon: 10 Years Bugatti Veyron 16.4" was an award winner in the category of "Fairs, Shows and Events". The three-minute film from Bugatti celebrates the super sports car that has written automotive history over the past 10 years and has thrilled both car enthusiasts and experts. The film starts by highlighting the technical features of the world's fastest, most powerful production supercar. This is followed by the reactions of people who have been able to drive the 1200 PS Veyron and experience its fascination for themselves. The result is a sequence of some extremely emotional scenes with goosebump potential, convincingly demonstrating the unique qualities of the Veyron 16.4.

The creative idea came from the Bugatti Communications Department and the film was produced by DNS multimedia factory GmbH of Hamburg.

Currently, Bugatti is working on its next super sports car which is to follow the Veyron in the not too distant future. The new model is to maintain Bugatti's unique position with a razorsharp profile. Bugatti will continue to build the world's most exclusive, most luxurious, most powerful and fastest production supercar.

Each year, the coveted Dolphins are awarded to the world's best business films, online media and TV documentaries at the Cannes Corporate Media & TV Awards. This year, more than 200 guests from countries around the world came to Cannes for the gala awards ceremony. The winning film is available on Bugatti's YouTube channel and can be found at: <https://www.youtube.com/watch?v=IF3CDZdNheQ>