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CHARTING THE TALE OF AN AUTOMOTIVE LEGEND: CERTIFYING THE PROVENANCE OF VEYRON CHASSIS 5.1



At the dawn of the Veyron era, before the evocative 16.4 W16-powered legend would take its place in history as the world's first hypercar, a small group of pre-series vehicles carried the weight of Bugatti's most ambitious undertaking. Among them was Chassis 5.1, a discreet yet highly influential instrument in the creation of the Veyron; a car

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that helped shape its engineering and the experience it would come to deliver to awe-inspired customers. Now, through the meticulous work of Bugatti's La Maison Pur Sang program, the extraordinary story of this seldom-seen Veyron has been brought together for its discerning new custodian, who presented the car at Villa d'Este 2026.

From the birth of the marque in 1909 onward, Bugatti has created automobiles that transcend their mechanical form, each carrying with them a unique story of innovation, artistry and human ambition; every vehicle representing a moment in the marque's long pursuit of perfection.

For today's Bugatti owners and collectors, understanding that story in its fullest and most exacting detail is an essential part of stewardship — a way of deepening the emotional connection between the owner and the marque, through the power of the machines bearing its name.

It is this philosophy that has become the essence of La Maison Pur Sang, Bugatti's dedicated vehicle authentication and certification offering. Created to preserve and validate the history of significant Bugatti automobiles, La Maison Pur Sang brings together the marque's heritage experts, archives, technical specialists and Atelier knowledge to investigate every facet of a vehicle's life. Order records, service documentation, development notes, historic photography, configuration data, physical inspection and beyond all become part of the singular pursuit of revealing the authentic truth behind each Bugatti.

For the new custodian of Veyron Pre-Series Chassis 5.1, that journey of discovery began with a car already understood to be special — but whose full significance had, until now, remained hidden in the archives of the Veyron's earliest years. One of just six pre-series examples built before the start of customer production, Chassis 5.1 was created to guide the creation of the Veyron; helping mold it into its final form, as it took its place in the annals of automotive history.

Through the precision of the specialists at the Molsheim Atelier, where the Veyron's unprecedented engineering vision was translated into physical reality, 5.1 emerged as a validation platform of rare importance. It stood at the intersection between the uncompromising ambition of Prof. Dr. Ferdinand Karl Piëch, and the industrial and physical challenge of bringing a 1,001 hp, 400 km/h automobile to the road. All during a chapter in history when Bugatti was establishing a new segment, 5.1 became one of the instruments through which that new standard was refined.

And thus, 5.1 was whisked away to the extremity of Nevada's salt flats — where, amidst searing heat and limitless horizon, the Veyron underwent high-speed and endurance testing in deliberately unforgiving conditions. These tests challenged the car's ability to maintain its composure, as temperatures and mechanical load intensified commensurately with its raw speed. Present during this phase was Dr. Wolfgang Schreiber, one of the central figures in bringing the Veyron to series production and masterminding its 7-speed dual-clutch DSG transmission; an engineering challenge of incredible magnitude, yet one capable of managing the immense force of the W16 engine.

By September 2005, 5.1 had taken on a new formal identity as it became registered in Germany, ready to operate beyond the bounds of development and experimentation — and make its first public impact on the world, via the roads and racetracks of Sicily.

For the first global dynamic event of the Veyron 16.4, clients and international media were invited to the Italian island to encounter the Veyron in its unprecedented form — Chassis 5.1 sitting at the heart of this moment and used extensively on track and on open roads. The images captured during those days would come to hold near-iconic status, with Prof. Dr. Ferdinand Karl Piëch seated inside 5.1, witnessing the realization of his vision, as the Veyron's dynamic identity was revealed in earnest to the world. A profound declaration of intent — the marque returning to the global stage with an object conceived to surpass all that came before it.

After 12 months of demanding excursions across the world, Chassis 5.1 entered a second configuration — new full-silk seats and a monochromatic engine bay introducing a more discreetly elegant design language, while the car continued its life primarily in North America. From Sun Valley to San Diego, it appeared before select clients and representatives, its role shifting from development instrument to ambassador for the most extraordinary automobile of its generation. It graced the inimitable oasis of Pebble Beach, appearing at the Jet Center, The Quail, The Lodge and the Bugatti Villa, standing alongside fellow pre-series cars as a living record of the Veyron's evolution.

In early 2007, 5.1 took on another aesthetic as it evolved into a new configuration. Its engine cover was reconfigured in-line with the final production specification, as its interior was finished in deep black, bringing the car closer to the focused aesthetic identity of the series-production Veyron. Later that year, with more than 21,000 km accumulated, the car entered a more technical chapter, with records from Bugatti Greenwich noting the realities of a machine that had lived a full development life — through charting inspections, recalibrations, and traces of use. Such details speak of a car that wrote history as it moved through it.

In 2008, as its operational development life neared its conclusion, 5.1 returned to Molsheim for its final transformation. In the confines of the esteemed Atelier, it received authenticated production components in-line with series specification — a symbolic transition from instrument of creation to object of ownership. Mechanical systems, interior finishes and exterior details were brought into alignment with the standards applied to customer cars, completing the journey from pre-series platform to customer-ready Veyron.

For its new owner, the dedicated team of La Maison Pur Sang has meticulously traced this tale, gathering the documentation, imagery and archival material that reveal the full character of Chassis 5.1. The car has been carefully detailed and prepared by Bugatti's specialists — and yet not altered. Its value lies in its richness of storytelling, sweeping through automotive history to become a living archive of the Veyron's creation, carrying within it the events and human moments that created the Veyron legend.

That story now enters a new chapter on the shores of Lake Como in Italy. Fastidiously prepared by Bugatti's world-class specialists, Veyron Pre-Series Chassis 5.1 was entered by its owner into the Concorso d'Eleganza Villa d'Este 2026, taking its place in Class H: 'The Pace Race: The Supercar Comes of Age.' Within this eclectic celebration of modern performance icons, the Veyron stands as the monolith of the hypercar era — the machine that ushered the era into being and transformed previously impossible targets into production reality.

At Villa d'Este, it sits within a remarkable Bugatti continuum — further represented by an EB110 GT, the very first customer-delivered example of Bugatti's 1990s revival, receiving an honorary prize in the Concorso d'Eleganza's Class H. Alongside the model at the dawn of the Bugatti renaissance, a highly original, unrestored Type 37 from the era of Ettore Bugatti that won the 'Trofeo dei Ragazzi' by the Young People's Referendum, and a rare Type 57C 'Aravis' — one of

only a handful of coachbuilt examples of its kind. Together, they form a sweeping narrative of the marque's history, from the purity and ingenuity of Ettore's creations, through the audacious rebirth of Bugatti under Romano Artioli, to the Veyron's redefinition of what performance, luxury and engineering ambition could become.

> ''Every Bugatti tells a story, but Veyron 5.1 carries within it the story of a whole new era for the marque. It was present at moments that shaped the Veyron's development, its public unveiling and its introduction to customers around the world. Through La Maison Pur Sang, our role is to reveal and preserve that story with the greatest possible care — to certify the car and thus help its owner understand the depth of its significance. Chassis 5.1 therefore stands as a witness to the materialization of a dream — as did all the teams whose talent coalesced to make it a reality.''
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[1] Veyron: