

FOREVER BUGATTI: CHRISTOPHE PIOCHON'S 24 EXTRAORDINARY YEARS IN MOLSHEIM



For 24 years, Christophe Piochon has been one of the people most closely intertwined with the modern story of Bugatti. From helping to define the quality philosophy of the very first modern Bugatti, the Veyron, to preparing Molsheim for the Tourbillon¹ era, his career has been shaped by three constants: an uncompromising connection to the cars, a deep commitment to Bugatti's historic home and, above all,

an enduring relationship with the people around the brand — whether enthusiasts, customers, partners or employees.

Christophe's journey began in late 2001 at Volkswagen's prototype facility, where he participated in the assembly of the first Veyron prototypes as Bugatti Project Quality Manager. At a time when the modern Bugatti was still taking shape, he was tasked with defining the quality requirements for an entirely new kind of hypercar. These were standards he experienced first-hand across 100,000 km behind the wheel of a Bugatti, including 60,000 km as a test driver. Almost 1,200 cars later, they have proved their worth and continue to influence every Bugatti created in Molsheim today.

"When we were developing the Veyron, we were creating many of the standards for the very first time. We had to define what Bugatti quality meant for a completely new kind of automobile. Today, it sounds easy; back then, it was a real challenge. What makes me proud today is that this philosophy is still embedded in every car we build, and it will continue into the Tourbillon era."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

That connection to the product is something he has always cherished.

"Staying in touch with the product, taking part in test drives and vehicle checks, and discussing operational challenges with the teams have always been extremely important to me. I took part in the launch of the Veyron, but I also followed the debuts of the Chiron² and all the one-offs and derivatives we produced. Of all of the Bugatti hypercars that have left the Atelier, only around 40 have said goodbye to Molsheim without me personally seeing, approving or testing them."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

Christophe's chapter with Bugatti draws to a close as the W16 era itself reaches its conclusion. He was there when the Veyron still seemed impossible to many people, and he took part in the assembly of the very last W16 engine at the factory in Salzgitter.

Alongside those extraordinary milestones for the brand are deeply personal memories that Christophe will carry with him forever: the inauguration of the Atelier in 2005 and the first discussions with potential customers; his first public drive in the Veyron during the Bugatti Festival in Molsheim; the 100th- and 110th-anniversary celebrations — deeply emotional moments for him and the teams in Molsheim and Wolfsburg; the memorable presentation of

the Chiron² in Geneva in 2016; the worldwide unveiling of the Tourbillon in Molsheim in 2024; and the first test drives with this new hybrid Bugatti hypercar.

There were also extraordinary encounters: with Hollywood legends during Festival de Cannes in 2005, meeting President Macron when the Chiron Super Sport³ and Nevera were gathered in Zagreb in 2021, meeting Prince Albert II of Monaco and driving in a Royale earlier this year; as well as the incredible relationship he built with the Piëch family and his first meeting with Mate Rimac.

With the creation of Bugatti Rimac in 2021, Christophe was appointed President of Bugatti Automobiles and Chief Operating Officer of Bugatti Rimac, helping prepare both the team and Molsheim for the next generation.

That future was revealed in June 2024 with 'La Grande Première' of the Tourbillon, where customers, partners and media from all over the world gathered at the home of the brand. For Christophe, it symbolized the continuation of the Bugatti spirit: from helping make the seemingly impossible Veyron a reality to taking part in the development of the era-defining Tourbillon. The technologies had changed profoundly, but the mission had not: create something without compromise and ensure that every detail lives up to the Bugatti name.

And Christophe's story is also inseparable from Molsheim. After becoming Bugatti Quality Director and later spending a period in Dresden, he returned in 2013 as Managing Director for Production and Logistics and Site Director. At the time, around 70 people worked in Molsheim; today, that number approaches 200.

Over those years, Molsheim evolved alongside the marque. The opening of brand-new offices in 2024 to support the brand's expansion was followed by the inauguration of La Manufacture in June this year, built to welcome the production of the Tourbillon and representing Bugatti's continued commitment to its historic home.

Christophe's local role extended well beyond the Bugatti site itself. Over the years, he became an important link between the marque and the Molsheim area. He strengthened ties with local institutions and with Enthousiastes Bugatti Alsace, of which he has long been an honorary member, while also supporting local charitable organizations including Semeurs d'Étoiles — whose mission centers upon the care and wellbeing of hospitalized children as well as fully assisting their parents, and the local food bank — Banque Alimentaire du Bas-Rhin.

For Christophe, however, the people of Bugatti remain one of the achievements of which he is most proud. Across more than two decades, he has worked alongside every President of the modern Bugatti era — and is still in regular contact with most of them — while helping build a strong and confident team in Molsheim, ready for the next chapter.

“The cars are extraordinary, but what I will remember most are the people behind them. We have built a team in Molsheim that understands what the Bugatti name demands and takes enormous pride in delivering it. Knowing that this team will carry those values into the future means a great deal to me.”

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

“Christophe has been part of the modern Bugatti story almost from its beginning. His influence can be seen in the standards behind our cars, in the evolution of Molsheim and, most importantly, in the team and culture he built. I am deeply grateful for everything he has achieved, and his contribution will remain part of Bugatti for many years to come.”

MATE RIMAC
CEO OF BUGATTI RIMAC AND FUTURE PRESIDENT OF BUGATTI AUTOMOBILES

As Christophe prepares to close his Bugatti chapter, his influence on the brand will endure — in the standards by which every Bugatti is judged, in the evolution of Molsheim and in the people entrusted with taking the marque forward.

Christophe remains confident in the future and in Mate’s vision:

“In 1998, no one knew about Bugatti; everyone had forgotten about it. Today, it is a brand with a worldwide reputation, thanks to our heritage, our products and the savoir-faire of our teams. We have invested in our teams, and in the craftsmanship and attention to detail that make Bugatti inimitable. We have also invested in our premises with new offices and the brand-new Atelier: the foundations for Bugatti’s future are firmly in place. Our production plan is full until 2030. Mate Rimac and the new leadership team have a unique gem in their hands, and I know they will take good care of it and make sure to honor the brand’s inimitable legacy.”

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

His career began at a time when the Veyron still seemed impossible to many. He leaves as Bugatti begins to make the next seemingly impossible idea a reality.

“When I look back, I do not think first about titles or individual milestones. I think about the people, the cars and the moments we shared in Molsheim, Zagreb, or Berlin. To have been part of Bugatti from the early Veyron days to the beginning of Tourbillon is something I will always carry with me.”

CHRISTOPHE PIOCHON

PRESIDENT OF BUGATTI AUTOMOBILES

On October 31, 2026, Christophe Piochon will formally conclude his career with the brand.

Forever Bugatti.

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

⁴ Chiron Pur Sport: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO₂ emissions combined, g/km: 572; efficiency class: G

⁴ Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO₂ emissions combined, g/km: 572; efficiency class: G