

CONCOURS D'ELEGANCE — PRESIDENT AND DESIGN DIRECTOR APPOINTED TO PANEL



Stephan Winkelmann and Achim Anscheidt representing Bugatti in renowned panel

Two Bugatti experts will be complementing the top-class panel at the most famous aesthetics contest for classic vehicles. This Sunday Bugatti President Stephan Winkelmann and Bugatti Design Director Achim Anscheidt will contribute to the Concours d'Elegance in California's Pebble Beach with their professional expertise. It's not the first time for either of the automotive experts.

"Once again, it is both a great honour and a pleasure to be able to see and assess the most valuable and exclusive cars in the world," says Stephan Winkelmann, President of Bugatti.

“The Concours d’Elegance showcases the world’s rarest and finest historic vehicles, as well as contemporary studies. Each year, it is something very special for me to be able to take part and support the panel,” explains Achim Anscheidt, Design Director at Bugatti.

The panel, consisting of around 60 experts and headed up by Chief Judge Chris Bock, will assess hundreds of vehicles in 22 categories on the basis of specific criteria including original character, functionality and elegance on Sunday, 18 August. Three exhibits are awarded in each category and a main winner is chosen as the “Best of Show” from all of the individual category winners.

As was the case in previous years, the number of registrations for Concours d’Elegance exceeds capacities and only a fraction will be accepted on the basis of very strict criteria. Vehicles that have already taken part in the show are usually not allowed to apply again. This aesthetics contest for cars has been running since 1950. It has taken place every year, except for one year, since 1960.

Stephan Winkelmann and Achim Anscheidt will not be the only Bugatti representatives on site. Two days prior, Bugatti showcased the Centodieci¹ special edition at Monterey Car Week, an extraordinarily created homage to the legendary Bugatti EB110. The small series, limited to ten vehicles and handcrafted in Molsheim, France, will be delivered in two years at unit prices starting at EUR 8 million plus VAT.

ABOUT THE BUGATTI PANEL JUDGES

Stephan Winkelmann has been the President of Bugatti Automobiles S.A.S., based in the French town of Molsheim, since January 2018. He had previously held positions including President and CEO of Automobili Lamborghini S.p.A. in Sant'Agata Bolognese and at Audi Sport GmbH, as well as various positions at Mercedes-Benz and Fiat. In 2010 he received the Republic of Italy’s KC Order of Merit and in 2014 he was awarded the Grand Cross, one of the country’s highest Orders of Merit, for his successful work at Lamborghini.

Stephan Winkelmann was born on 18 October 1964 in Berlin and grew up in Rome where he studied political sciences. Stephan Winkelmann graduated in Munich. Today he lives and works in the French Alsace region.

Achim Anscheidt has been working as Bugatti’s Design Director since 2005. He is responsible for Bugatti's entire product development, including the design of the Bugatti Veyron 16.4 Grand Sport, Veyron 16.4 Super Sport, Veyron 16.4 Grand Sport Vitesse, Bugatti Galibier Showcar (2009), Vision Gran Turismo Showcar (2015), Chiron, Divo (2018) and the La Voiture Noire² (2019), the most expensive new vehicle in the world. Achim Anscheidt studied automotive design at the Californian Art Center College of Design in Pasadena, USA. After having graduated, he launched his career at Porsche AG’s Styling Center Weissach in 1993. In 1996, he moved on to work at Volkswagen Group. Achim Anscheidt was born on 30 July 1962 in Stuttgart, where he also grew up. He currently lives in Berlin.