MOLSHEIM
3/6/2026

FEELING THE TRACK: BUGATTI BOLIDE OWNERS MASTER THE SUN-SOAKED ASPHALT IN MIAMI



At first light in South Florida, the unmistakable roar of Bugatti's iconic W16 engine echoed across the asphalt of the Miami International Autodrome — sunlight glinting off exposed carbon fiber as the unmistakable silhouette of Bugatti Bolides lined the pit lane of the Formula 1 arena. Here, where the vibrance of The Magic City meets the precision of world-class racing asphalt, Bugatti invited its Bolide

2026 BUGATTI AUTOMOBILES S.A.S.

owners to experience 'Feeling The Track' — an immersive journey into performance at its most uncompromising.

On the sun-soaked FIA Grade 1 circuit, the program celebrated the power of connection at its core — the seamless fusion between driver and machine, driver and circuit, and the discipline required to master both in harmony.
Establishing the spirit of laser-focus both the Bolide and the Autodrome commanded, Bugatti's esteemed guests gathered, immersing themselves in the in-depth briefings that introduced them to the journey of dynamic discovery awaiting them. From vehicle behavior and braking techniques to an understanding of the circuit's flowing straights and technical sequences, each facet of the mission ahead was introduced with clarity and intent — as drivers prepared for a progression designed to build confidence step by step, supported throughout by a seasoned team of performance engineers.

Initial discovery sessions unfolded in high-performance McLaren 750S supercars, allowing participants to learn to read the track and refine their lines under the guidance of highly accomplished instructors. Installation laps were followed by focused six-lap sequences and detailed debriefs, creating a structured rhythm of 'drive, analyze and improve.' With every lap, the Miami circuit revealed more of its character — demanding precision under braking and rewarding commitment through its sweeping sections.

Only then, did the host of Bugatti Bolides and their pilots take center stage. A dedicated technical briefing prepared drivers for the car's singular nature: extreme aerodynamics generating formidable downforce, racing slicks operating within narrow performance windows and power delivery calibrated for pure, unbridled circuit use.

Delicately balancing methodical rhythm with the pursuit of outright performance, five dedicated coaching sessions, each lasting 45 minutes, combined installation laps, extended performance runs and comprehensive debriefs. All the while, behind the scenes, the operation mirrored professional motorsport execution; tires were monitored and replaced at calculated intervals, with refueling conducted during mandatory rest periods, and data engineers analyzed driver performance in real time — ready to impart their expert knowledge in the drive for maximum pace and precision.

Each participant was supported by a personal driving instructor and mechanic, with specialist teams dedicated to tires, fuel and data; altogether representing an exquisite technical symphony, committed in its entirety to unlocking the maximum in achievement and thrill, from asphalt to garage. The result was an environment in which drivers could focus entirely on extracting performance from the Bolide, with complete confidence and inch-perfect control.

Central to the experience was the caliber of instruction, with Bugatti's driving coaches successful, world-class racing drivers competing at the sharp edge of global motorsport. Their expertise, forged in endurance racing and international competition, elevated each session beyond coaching — offering insight drawn directly from the highest tiers of the discipline.

"The Bolide represents the most extreme interpretation of our track ambition. In Miami, our customers experienced the performance of the car, but also the progression required to master it. 'Feeling The Track' ensures that every driver receives the guidance, technical support and confidence necessary to explore the Bolide's full potential."

ALEXIS PLOIX
DIRECTOR OF AFTER SALES AND CUSTOMER SERVICE AT BUGATTI

As the sun began to set over South Florida, drivers returned from their final sessions with a deep understanding of both car and circuit — celebrating the magnificence of the occasion with a champagne toast and farewell reception, overlooking the lapping waves of the Atlantic at the Four Seasons Fort Lauderdale.

In an atmosphere of exquisite hospitality and inimitable warmth, guests shared memories and dreams alike with a host of Bugatti leadership, including Sascha Doering, COO Bugatti of the Americas; Alexis Ploix, Director of After Sales and Customer Service; and Bugatti Pilote Officiel, Andy Wallace — himself a Le Mans-winning driver, whose passion and depth of experience fostered wonder and awe for the drivers, eager to immerse themselves in the brand's inimitably rich motorsport heritage.

"Every detail of this program reflects Bugatti's commitment to excellence. From the structured coaching approach to the motorsport-level technical support, the experience is designed to channel the intensity and capability of the Bolide itself, into stories that will last a lifetime. It is an honor to be able to share these memories with our esteemed customers, and to celebrate their achievement together as the Bugatti family."

SASCHA DOERING
CHIEF OPERATING OFFICER BUGATTI OF THE AMERICAS

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com

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