MOLSHEIM
3/10/2025

FEELING THE TRACK: BUGATTI BOLIDE OWNERS TAKE ON CIRCUIT PAUL RICARD



A new chapter in Bugatti's rich racing heritage has been written. The inaugural Bolide[1] customer drive event, held at Circuit Paul Ricard, marked a significant milestone, where owners experienced the unrelenting power and precision of their newly delivered hyper sports cars on one of the world's most iconic tracks.

More than just an inaugural drive, the 'Feeling The Track' drive event was a continuation of a legacy — one forged a century ago when Bugatti carved its name into motorsport

2026 BUGATTI AUTOMOBILES S.A.S.

history through relentless triumphs. With each victory, the marque set new benchmarks for performance and innovation. This gathering of Bolide owners honored that past, pushing the boundaries of what was possible on the track once more.
Built around the definitive edition of the iconic W16 engine, the Bolide represents a pure expression of Bugatti's vision — engineered for extreme performance while maintaining the unique accessibility and quality that defines the marque. The 'Feeling The Track' event invited owners to explore this capability firsthand — the same capability that had once made Bugatti an unstoppable force in racing.

Circuit Paul Ricard, once home to the French Grand Prix, now played host to the Bolide in full flight. The track, with its sweeping corners and high-speed straights, provided the perfect proving ground for a machine designed to test the limits of performance. From the development of the bespoke 'flight case,' mirroring those used in elite motorsport, to the personal seat fitting in Molsheim, each step built up to this moment on track.

Before owners unleashed their machines in full-track sessions, they participated in expert-led training to ensure they could harness the Bolide's capabilities with confidence. Each driver worked closely with a dedicated instructor, refining their technique. The morning session saw them on track in Porsche 911 GT3 RS models, sharpening their skills in preparation for the afternoon, where they transitioned to their own Bolide.

The Bolide hyper sports cars on track reflected their owners' passions, showcasing the possibilities of Bugatti's craftsmanship. The four customer cars presented truly distinct specifications — one combining sleek 'Black Carbon' and 'Ruby', accented by striking gold-painted rims, another fusing 'Black Carbon' and 'Blue Carbon', a third in full 'Nocturne', and the fourth adorned in 'Black Carbon' and 'Argent.' Every detail, from the choice of materials to bespoke design elements, is a testament to the individuality of each owner's unique vision.

Throughout the day, Bugatti Pilote Officiels Bruno Spengler and Andy Wallace were on hand, offering insights and guidance to help the drivers explore the dynamic limits of their cars. It was in the afternoon's driving sessions that the true track experience unfolded, as the owners put their skills to the test on the same circuit that has hosted some of motorsport's greatest races.

The owners took to the track in groups, setting lap times, pushing their Bolide to the heights of performance. Each run presented a unique opportunity to explore the full potential of the Bugatti hyper sports car, with the owners shaving seconds off their times as they grew more familiar with the Bolide's capabilities. The combination of expert guidance and the track's demanding yet forgiving layout allowed drivers to push themselves further, inching closer to the limit with every lap.

"More than just an opportunity for our customers to understand the Bugatti legacy, 'Feeling The Track' marked a defining moment in the story of the Bolide. It celebrated a racing heritage that spans over a century, showcasing Bugatti's unwavering commitment to performance and serving as the ultimate tribute to the W16 era. This was the moment we had all been working toward — witnessing multiple Bolide examples unleashed on the track together."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

Adding to the significance of the event was the unveiling of the Bolide in a 'Équipe Pur Sang' livery, designed to embody Bugatti's motorsport pedigree through both design and performance. The name Équipe Pur Sang, meaning 'Thoroughbred Team' in French, is a direct homage to Bugatti's racing roots, evoking the spirit of Ettore's race-winning machines that once dominated European circuits. Taking to the track in Le Castellet, the Bolide in the striking Équipe Pur Sang colors brought the brand's competitive spirit into the modern era.

"The gathering of multiple Bolide and the introduction of Équipe Pur Sang at Circuit Paul Ricard underscored Bugatti's relentless pursuit of innovation and engineering excellence. This event marked the beginning of a new chapter for Bolide owners, while furthering a storied legacy and reinforcing Bugatti's commitment to motorsport activities. With Équipe Pur Sang, Bugatti ensures its name remains synonymous with cutting-edge performance and motorsport for generations to come."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

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.