

FESTIVAL AUTOMOBILE INTERNATIONAL PARIS 2016: "GRAND PRIX DE LA CRÉATIVITÉ" FOR THE BUGATTI VISION GRAN TURISMO



Bugatti has been awarded the "Grand Prix de la Créativité" at this year's Festival Automobile International Paris for its Bugatti Vision Gran Turismo concept. The jury — where experts from the automotive and luxury industries were joined by representatives from the worlds of art, culture and fashion, as well as print and TV journalists — praised the "exceptional design" of the

Vision Gran Turismo. Bugatti developed the virtual design exclusively for the PlayStation video game series Gran Turismo, unveiling it as a world premiere at the 66th International Motor Show (IAA) in Frankfurt last September. The Vision Gran Turismo is on show in the "Concept Cars Exhibition" at the Hôtel des Invalides in the French capital from 27 to 31 January 2016.

"The Vision Gran Turismo was much more than a virtual gimmick for us Bugatti designers," said Achim Anscheidt, Director of Design at Bugatti Automobiles S.A.S., as he attended the prize-giving on Tuesday evening in Paris. "The design was both a gift to the millions of Bugatti fans around the world to thank them for their loyalty and enthusiasm, and at the same time an expression of how we see the stylistic future of our brand developing. We are extremely proud that the high-calibre jury acknowledged our approach to a new, progressive style for Bugatti with this award."

The Vision Gran Turismo sheds light on the design language Bugatti has developed for the next chapter in its story, following on from the successful end of the Veyron era. March will see the next key event in the company's calendar: the world premiere of the Bugatti Chiron at the Geneva Motor Show. The Chiron will embody the latest interpretation of Bugatti's design DNA and will further secure the brand's cutting-edge profile on the market. With the Chiron, Bugatti retains its position as the manufacturer of the fastest, most powerful, most exclusive and most luxurious supercar series in the world.

The Festival Automobile International, which was first held in Chamonix in 1986, honours outstanding design achievements in the automotive sector at the beginning of each year. The much sought-after "Grand Prizes" are awarded by a jury of 16 to the most aesthetically impressive and interesting projects that successfully combine art and automotive design. Yesterday evening's prize-giving in front of the Dôme des Invalides was attended by over 600 domestic and international guests.

The "Concept Cars" exhibition, housed in a glass exhibition space in front of Hôtel des Invalides, is open to the public until 31 January.