MOLSHEIM
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FINAL BUGATTI VEYRON 16.4 SOLD TO A CUSTOMER IN EUROPE

The final order for the Bugatti Veyron has been placed by a European customer, marking an end to the successful era and exclusive production run of 300 units of the supercar and its even faster cousin the Super Sport. The coupé versions of the Veyron are worthy successors to the heritage of classic Bugattis, now collector's items of unparalleled status and excellent reputation, which today are amongst the most valuable cars in existence.
Nevertheless, the story of Bugatti's exceptional sports car is set to continue. Automotive connoisseurs are still delighted by the Grand Sport and its supreme technology. In its closed-top incarnation with a panorama sunroof, it reaches top speeds of 253 mph. With the roof removed, a maximum speed of 223 mph makes the Grand Sport the fastest convertible in the world.

Wolfgang Dürheimer, President of Bugatti Automobiles SAS since February 1, 2011 commented; ''In the Veyron, the Bugatti team has created a vehicle that has already become an icon of automotive history. Both technologically and in terms of design, the Veyron is still far ahead

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of its time. The Grand Sport is a further pinnacle of achievement in the open-top sports car segment, and we intend to maintain the same standard in our future Bugatti products.''

THE BUGATTI VEYRON 16.4 — AN ICON OF AUTOMOTIVE HISTORY

The development of the Bugatti Veyron represented one of the greatest technical challenges and engineering achievements in automotive history. Volkswagen bought the rights to the Bugatti brand in 1998, and just one year later the company unveiled the final model of four concept vehicles at the Tokyo Motor Show, the close-to-production prototype EB 18/4 Veyron. At the same time, the former chairman of Volkswagen AG, Dr. Ferdinand Pi ch, defined the targets for the specialists at the Bugatti Engineering GmbH: the final motor car should be powered by at least 16 cylinders and should deliver more than 1000 hp; it should be able to reach speeds above 400 kph and it had to accelerate in less than 3 seconds from 0 to 100; last but not least, it should be easy and pleasant to drive in such a car to the opera. Barely six years down the line, on April 29, 2005, a Veyron exceeded 400 kph for the very first time, and six months later it was launched to the global audience.

The Veyron was and remains a synthesis of superlative technical achievements. It was the first production vehicle to have a full carbon-fiber monocoque, and its torsional rigidity of 60,000 Newton meters per degree remains unparalleled to this day. The 16-cylinder engine with a capacity of 7,993 cm3 , its four continuously variable camshafts and four turbochargers is capable of a top speed of 253 mph, developing 1,001 PS (736 kW). The seven-gear twin-clutch gearbox controls an unbelievable 1,250 Newton metres of torque, and is one of the fastest transmissions in the world with shift times of less than 150 milliseconds. Within amazing 2.5 seconds, the Veyron accelerates from 0 to 100. With its carbon ceramic brakes, highly-innovative brake cooling system and the rear spoiler, which is activated to serve as an additional air brake, this outstanding sports car can come to a complete standstill from 60 mph in just 31.4 metres or 2.3 seconds.

Bugatti received 26 customer orders by the end of 2005. In June 2007, the total number of orders reached 100 and delivery time amounted to one and a half years. Over the course of the years, the dealer network has been continuously expanded and now consists of 36 partners around the world: 14 Bugatti Partners in Europe (including Russia), four Bugatti Partners in the Middle East, 13 Bugatti Partners in America and six Bugatti Partners in Asia. The exceptional approach of the Veyron is also mirrored in the unrivalled customer service. The Customer Service Team is available 24/7 to respond to owner requests, and Bugatti Customer Service Centres have been installed in all major markets to offer the fastest and most individual service in the world. Using a unique telemetric system, initial analyses are being made within minutes after a request has been sent to Molsheim. If the issue cannot be solved on spot, a ''Flying Doctor'' travels directly to the customer. Each of the 17 members of the Customer Service Team is intimately familiar with all components of the Veyron.

Several car collectors are among the clientele that has grown to nearly 300 individuals, and many of them own more than one Veyron. They used to drive their Bugatti regularly but rarely more than 3100 miles per year. Until today, 15 owners have joined the selected group of the '400 Drive Club'. ''At 300 kph, it feels to drive on a quite narrow road; I have lost 2 kilos just because of the excitement; it's a thrill...'' These are just a few comments that enthusiasts made after they had finished the five-minute high-speed drive.

THE ULTIMATE EXPRESSION OF THE VEYRON: THE BUGATTI VEYRON 16.4 SUPER SPORT

In response to customers that requested an enhanced version, Bugatti initiated the development of the Veyron 16.4 Super Sport. This model impresses with additional 200 hp (146 kW) as well as with improved sporty handling and a more extreme set-up. The engine delivers a torque of 1,500 Newton metres and the sports car reaches an incredible lateral acceleration of 1.4 g. This is only topped by the acceleration and braking figures of the Super Sport: the car needs only 14.6 seconds to run from 0 to 186 mph and another 7.9 seconds to come to a complete stop from that speed. The success story has been underpinned by hitting the mark of 267 mph in June 2010 at Volkswagen's test track at Ehra-Lessien - a new world speed record. Only six months later, the final Veyron and Super Sport models have been sold.

THE GRAND SPORT — THE FASTEST CONVERTIBLE IN THE WORLD

The Bugatti Veyron 16.4 Grand Sport has been designed to be two cars in one: a coupé with a panorama sunroof as well as the fastest convertible in the world. It stands out with its 1001 hp (736 kW), 1250 Newton metres of torque and a top speed of 253 mph (with closed roof), and it is the acoustic that creates an unmistakable atmosphere in the cabin of the Grand Sport with the sonorous tone of the 16-cylinder mid-mounted engine and the characteristic sound of the air intakes when the driver releases the throttle. This supercar is able to reach 223 mph with roof down, which is the highest top speed compared to any other convertible in the world.

The Grand Sport's ability to embody such exceptional and different characters represents a great opportunity for customers to specify their very own car in close cooperation with the designers and engineers at Bugatti. Bugatti's president Wolfgang Dürheimer expresses the commitment towards the clients, ''that we will not only make use of the full potential but we will also further develop the range of options to realise a truly individual design of the Grand Sport''.

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[1] Veyron: