MOLSHEIM
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FROM DREAM TO REALITY — VEYRON SIBLINGS TRANSFORMED



Two very early examples of the Veyron, now considered as a modern classic automotive icon, have been given a new lease of life thanks to La Maison Pur Sang, Bugatti's official restoration and certification program.

Housed side-by-side as part of the same revered international collection based in the United Arab Emirates, the two Veyron siblings — a 16.4 Coupé and a Grand Sport — spent nine months at Bugatti's home in Molsheim, during which time they were subject to a revitalizing and meticulous new configuration and restoration program by a Bugatti factory team of skilled experts.
In addition to numerous highly focused aesthetic upgrades that were part of the customer's design vision, the Veyrons also underwent a methodical technical inspection by the Bugatti

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specialist team, including a full rundown and check of all components, subsystems and the drivetrain.

With the work complete, both models were issued with a full Bugatti La Maison Pur Sang certification, ensuring the work on the two Veyrons is documented, in the process safeguarding the value and status of each example.

Luigi Galli, Bugatti's Heritage and Certification Specialist, oversaw both refurbishment programs: ''As it matures with time, the Veyron is appreciated more today than it ever has been. This car was a feat of automotive design and engineering that was lightyears ahead of its time when it was launched in 2005. That fact remains today, which is why the Veyron continues to become ever more desirable for collectors around the world. To call it a modern-day classic is an understatement — the Veyron is a timeless collectible. And this sense of it being a genuine automotive gamechanger is being felt at the home of Bugatti in Molsheim, where the company is overseeing an increasing demand for the Veyron from new collectors around the world.''

Both Veyron models made the journey to Molsheim from their home in Dubai. The Bugatti Dubai showroom, the largest Bugatti dealership in the world, acted as a direct touchpoint for the customer, overseeing the entire Bugatti La Maison Pur Sang program for both the 16.4 Coupé and Grand Sport. The ideation process between the customer and Dubai team for both Veyron models started three years before they arrived in Molsheim. Throughout the entire process, the owner had direct contact with the Bugatti team, ensuring the very best levels of customer support and communication were realized.

''For me it was an obvious choice to have these two fine Veyron examples reinvigorated with a new lease of life by the Bugatti team as part of the incredible Bugatti Heritage Program, helping to preserve them for many more years of appreciation and enjoyment. As ever, the craft and engineering provided by the Bugatti team is world-class,'' said the owner of the two Veyron siblings.

Beautifully blue Veyron 16.4 Coupé

Having returned to the Atelier, the 2006 Veyron Coupé underwent a full metamorphosis, with both its exterior and interior carefully altered to a set of choices that are close to the heart of the customer.

From an original specification in two-tone grey with Cognac interior, the Bugatti team in Molsheim revived it to the customer's desire for a more contemporary configuration. The exterior is finished in traditional blue duotone; a combination of Black Blue M and Blue M, completed with a full new interior upholstery in Havanna leather.

The refurbishment process began with the full dismantling of the vehicle for the preparation of the reconfiguration process. While dismantled, the technical experts meticulously inspected all components and restored them to as-new condition. It was as if this 18-years old pioneering car had only just rolled out of the Molsheim factory for the very first time.

Subtle Reinvention for Veyron Grand Sport

Handed over to its first and only owner in the Bugatti Atelier during the 2009 Bugatti Centenaire celebration, this car was one of the first Veyron Grand Sport models ever to be sold. The owner's

request to the Bugatti team was simple: maintain the soul of the car but refresh it with subtle new details in the interior. The customer decided to change the cabin's main color from Silk to Magnolia to add additional warmth and brightness to the Veyron's timeless design.

Upon completion of the high-level technical checks — and like all Bugatti models that take part in the process — a certificate was issued by La Maison Pur Sang.

''I have cherished these two Bugatti models for many years, alongside the other hyper sports cars of Molsheim that are in our collection. These two pioneering icons of performance, design and engineering are now well over a decade old, but their standing in the pantheon of automotive greats continues to soar. In my opinion, a Veyron demands to be kept in the best condition possible — it's the only way to pay homage to such a groundbreaking Bugatti masterpiece,'' said the owner, a loyal Bugatti customer and long-time brand enthusiast.

Such was the seamless but immersive La Maison Pur Sang experience for the customer, underpinned by a relationship that is based on trust, clear communication and respect with Bugatti teams in Dubai and Molsheim, that the customer is already considering how he'd like to reinvigorate additional Veyron examples that are in his collection.

In the last two years, Bugatti has delivered 10 La Maison Pur Sang certifications and a lot of exciting restoration projects are to come in the following years.

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[1] Veyron: