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GOODWOOD FESTIVAL OF SPEED 2024: A SHOWCASE OF BUGATTI INNOVATION AND HERITAGE



Despite changing weather conditions, Bugatti gave an exciting glimpse into its bright future at this year's Goodwood Festival of Speed. The event featured a spectacular public debut for the Bugatti Tourbillon, while also showcasing the brand's performance prowess with the W16 Mistral and Bolide tackling the legendary hill climb. This fusion of historical reverence with modern capability underscored Bugatti's enduring legacy in motorsport.

2026 BUGATTI AUTOMOBILES S.A.S.

Over four exhilarating days on the parkland surrounding Goodwood House near Chichester in West Sussex, the Bugatti team — including board members and top-level management from design to engineering — treated enthusiasts and spectators alike to an extraordinary display, fusing automotive technology with luxury and performance. The star of Bugatti's presence was undoubtedly the Tourbillon[1], making its public debut following its unveiling at the marque's home in Molsheim in June.
The Tourbillon, symbolizing mechanical precision and sophistication, drew significant admiration from onlookers at the largest event of its kind. Redefining the hyper sports car concept with an entirely new powertrain and platform, the Bugatti Tourbillon was guided by the 115 years of Bugatti models — many of which have conquered the narrow, winding 1.9-kilometre hill climb at Goodwood — and the words of Ettore Bugatti himself.

For the first time, Bugatti also delivered a dynamic display of its ultimate roadster — the W16 Mistral[2] — at a public event. Driven by renowned Bugatti Pilote Officiel Pierre-Henri Raphanel, the Mistral elegantly tackled the hill climb route, participating each day of the festival.

A special car for Bugatti, the W16 Mistral brings the W16 era to an end. Exclusive, elegant, and bespoke in its engineering, the open-top hyper sports car is built around the definitive 1,600 PS incarnation of the W16. The result is a roadster unlike any other, offering an entirely new way to experience Bugatti’s iconic powertrain.

Raphanel commented: ‘‘To be given the opportunity to drive an open-top hyper sports car like the W16 Mistral is truly remarkable, especially considering Bugatti's last offering in this category was the Veyron 16.4 Grand Sport Vitesse, unveiled back in 2012. The noise that comes from the W16 is incomparable, and the W16 Mistral offers the best expression of that sound. It's been fantastic to witness the joy on the faces of viewers and passengers as they experience this firsthand, and they see the level of performance and luxury that the W16 Mistral has to offer.’’

The Bolide[3], following its successful runs at the 2023 Goodwood Festival of Speed, also took part in the hill climb each day, enthralling spectators with its exceptional performance and engineering brilliance. Bugatti Pilote Officiel Andy Wallace drove the track-only hyper sports car, featuring a special livery honouring the Type 35's debut in Lyon in 1924. This tribute not only celebrated the Type 35's centenary but also linked Bugatti's storied past with its present.

‘‘Driving the Bolide on the revered hill climb, so close to the spectators, is a unique experience. Doing so in homage to the Type 35's centenary year adds an extra layer of significance to the occasion. The Type 35’s 1924 outing in Lyon marked a milestone in automotive history, setting a standard of performance and engineering excellence that continues to define Bugatti’s legacy today. That legacy of speed and precision that defined the most successful race car ever still goes into every Bugatti that we create.’’

Away from the track, Bugatti enthusiasts were also treated to an unforgettable display of automotive history and innovation. Among the standout attractions was a static display featuring stunning examples of the iconic Bugatti Type 57. From the 1936 Type 57S Atlantic to the 1939 Type 57C Gangloff, the rare display of specially curated cars highlighted one of the brand’s most magnificent creations.

The Goodwood Festival of Speed, held annually since 1993, welcomes more than 250,000 visitors each year, making it the world's largest automotive celebration. The hill climb is the

heart of the event, where Bugatti greats from the past — such as the Type 35 racing cars of the 1930s and the acclaimed EB110 of the 1990s — have made their mark on the British public.

Bugatti's presence at the 2024 edition underlined the brand's commitment to pushing the boundaries of automotive excellence and solidified its status among car enthusiasts worldwide. Through the Tourbillon, W16 Mistral, and Bolide, the company reaffirmed its unparalleled appeal and incomparable innovation.

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[3] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G

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

[3] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.