

GRAND TOUR — DAY 1: MILANO — MONTECARLO



23 Bugatti Veyron and Chiron on the road

A very special day for La Marque: the first stage of the Bugatti Grand Tour, celebrating its 110 years of existence. Starting in Milano was no accident — it is the native city of Ettore Bugatti, the brand's creator. The Lombardic capital of northern Italy was the hometown of the Bugattis, a family of talented artists. A tradition continued by Ettore.

The start of the Grand Tour took place at the Palazzo del Senato and the convoy, formed by more than 20 Bugatti cars, crossed the city escorted by police through the most beautiful streets. After several hours of drive, the group arrived in Piemonte and took the Langhe roads, a wine region famous all over the world for its exquisite red wines. The latter belongs to the Unesco world cultural heritage, strikes with its beauty combining the work of Man and nature.

"It's an almost idyllic voyage", Stephan Winkelmann, President of Bugatti declares. "It is very special to walk on Ettore's steps, in his hometown. To see all those cars representing our craftsmanship, climbing up the Piemonte hills is an extraordinary sight."

After a sunny lunch on the terraces of Langhe-Roero and Monferrato, the tour continued towards the Côte d’Azur, more precisely towards Monaco, a classic stop for any real Grand Tour, and the home of legendary Bugatti driver Louis Chiron.