LAS VEGAS F1 GRAND PRIX: A ONCE-IN-A-LIFETIME EXPERIENCE FOR BUGATTI CUSTOMERS



In 2024, Bugatti has celebrated the 100th anniversary of the most successful race-car in Grand Prix history: the legendary Bugatti Type 35. Gracing some of the most glamorous venues in the annals of motorsport, its spirit fueled a fittingly spectacular tribute to the essence of what makes Bugatti truly inimitable: the Bugatti Grand Prix — an unparalleled, exclusive opportunity for Bugatti owners to

2026 BUGATTI AUTOMOBILES S.A.S.

experience their unique machines on the Formula 1 Grand Prix circuit in Las Vegas.

With the arrival of 23 Bugatti vehicles — from the Veyron, to the Chiron[1] and Divo[2] — the scene was set for an unforgettable adventure in the entertainment capital of the world. Resplendent in the irresistible energy and splendor of the Las Vegas Strip, the exquisite Wynn Las Vegas played host to the passionate grid of Bugatti Grand Prix participants — setting the stage for a three-day adventure of a lifetime.

PEERLESS LUXURY UNDER THE LIGHTS: WELCOME TO LAS VEGAS

From the moment of arrival, the Bugatti Grand Prix's esteemed attendees could immerse themselves in the style and elegance of the motorsport-inspired setting. Fueled with the spirit of motor racing, the dedicated check-in suite at the exclusive private Bugatti Pit Stop Lounge built anticipation for the world of high-octane racing excitement that awaited — with bespoke racing simulators affording the opportunity to prepare for the track action to come.

As the guests settled into their sumptuous home for the weekend, the grand opening in the Awakening Theater marked a dramatic statement of intent for the epic celebrations. The arrival of the host of 23 Bugatti vehicles, heralded by a spine-tingling showcase of pyrotechnics, captivated those in attendance. In a show-stopping opening ceremony, each vehicle received the honor of a bespoke introduction from Hendrik Malinowski, Bugatti Managing Director, and Sascha Doering, COO at Bugatti of the Americas, to a soundtrack of the respective owners' choosing — delivering surprise and delight in equal measure.

With the thrill of the occasion laid down in the enchanting performance, the evening's festivities continued into a welcome reception with the finest gastronomy in town, hosted in the iconic modern day supper club, Delilah. The toast to an extraordinary day was itself but a taste of the magic to come, as the Bugatti party was then whisked away into the Las Vegas night, heading for the stunning hospitality suite of the ultra-exclusive Wynn Grid Club.

Offering panoramic views of the track from the Pit Building and a private outdoor terrace, guests could take in the sight, sound and emotion of Formula 1 track action in an overwhelming feast for the senses — the perfect inspiration for their own circuit showcase of a lifetime.

START-LIGHTS OUT: AN INCOMPARABLE TRACK EXPERIENCE

In the wake of an unforgettable evening of revelry, morning rose on a day that would see the Bugatti drivers channel the inimitable spirit of the Type 35, and immerse themselves in the style, elegance, and performance of their Bugatti on the asphalt of a truly prestigious Grand Prix circuit.

As night descended on the City of Lights, the leisure and relaxation of the day shifted gears, the thrill of motorsport beckoning — and with the spectacle of Formula 1 Qualifying concluded, the Las Vegas Grand Prix circuit itself awaited the guests' Bugatti machines.

Equipped with fully customized Bugatti race suits and helmets, the group made their way to their bespoke briefing — before the sense of anticipation built in a group photograph capturing the magnificence of the occasion.

And so, channeling the irresistible energy of the atmosphere, fully focused on the unprecedented opportunity at-hand, the moment for the participants to create Bugatti history arrived. Turn 12, opening up to the dazzling lights of the Las Vegas Strip, marked the entrance for the Bugatti Grand Prix driver-grid and their cars to process into the enthralling arena.

Such famed landmarks of the City of Light as the 'Eiffel Tower' at Paris Las Vegas, stood as spellbinding beacons along the legendary 1.9 km Las Vegas Boulevard — the atmosphere captivating the Bugatti owners as they surged along the course of the stunning track, carried by the power of their vehicles through the city, and past the stunning spectacle of the mesmerizing Sphere.

Twice around the rollercoaster-ride circuit, the drivers reveled in the opportunity to take in the incredible energy conjured by the twists, turns, and thrillingly fast straights. Through the visors of their bespoke racing helmets, at the wheel of their enthrallingly powerful machines, the participants could feel the essence of Bugatti fusing with the spirit of Grand Prix competition first-hand — a truly incomparable moment, creating unique memories to treasure for eternity.

Experiencing the majesty of the historic Bugatti parade on the track, Hendrik Malinowski emphasized the mesmerizing beauty of the showcase: ''This iconic city is bustling with energy, excitement, and an incredible sense of occasion at every turn. For the Bugatti owners feeling all the emotions that the city can conjure, in their own vehicles, on the very asphalt playing host to the competitors of the Formula 1 World Championship — it represents an indescribable experience. It's something they've never done before, and something that no-one has ever witnessed. In every sense, it is an unparalleled moment in automotive history.''

DISCOVERING ZEN IN THE BUGATTI OASIS: THE TOUR TO LAKE MEAD

With the allure of the City of Lights spellbinding the attending guests, the following day conjured up a stunningly scenic drive out of the city. Winding through the deserts and mountains of Nevada, and through the geological marvels of the Valley of Fire, they bore witness to the majesty of their unique vehicles on the roads.

With the stark beauty of Lake Mead providing a stunning backdrop, they enjoyed a brief opportunity for refreshment before tackling the last leg of the trip. A gourmet lunch of world-class cuisine at the Wynn was a delicious end to the beautiful ride, with the Bugatti awards ceremony that evening celebrating the splendor of the occasion and the memories made during the adventure.

But for the Bugatti enthusiasts, the grand finale of the trip for a lifetime was to come — an opportunity to witness the world's most exhilarating racing contest, in a marvelous showcase of competition and raw speed: the truly stirring spectacle of the Formula 1 Las Vegas Grand Prix. Situated above the pit-lane, the group could witness the suspense building for the competition set to take place on the 6.2 km circuit — the very asphalt the owners had the exclusive honor of experiencing with their Bugatti vehicles just a day previously.

With the event's irresistible atmosphere and exquisite hospitality of the Wynn Grid Club in full swing, attendees reveled in the excitement of the Grand Prix from the best viewpoint in town — and as they witnessed the victor's celebrations first-hand, relished an incredible opportunity to reflect on an unparalleled three days of memories to cherish for life.

Sascha Doering concluded his reflections on the spellbinding weekend: ''For myself and so many others, the image of a Bugatti Type 35 coursing through the streets of a prestigious Grand Prix venue such as Monaco conjures up truly irresistible emotions; it evokes a sense of magic, majesty, and tangible myth all at once. Bugatti and the spirit of Grand Prix racing are at one with each other. That is why giving our esteemed customers the opportunity to drive their own Bugatti at such a magnificent Grand Prix street-circuit — in such an incredible city — is truly unforgettable. It was an honor to share this adventure with them, and to create another chapter in Bugatti's illustrious Grand Prix history.''