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PASSING THE TORCH: BRUNO SPENGLER STEPS INTO PIERRE-HENRI RAPHANEL'S ROLE AS BUGATTI PILOTE OFFICIEL



Since 2005, the role of Bugatti Pilote Officiel has been integral to the marque's enduring success. Entrusted with representing the brand and demonstrating its exceptional hyper sports cars to customers worldwide, it is a position of immense significance. For Pierre-Henri

2026 BUGATTI AUTOMOBILES S.A.S.

Raphanel, it was a passion he pursued for nearly two decades. Now, Bruno Spengler steps into his shoes, continuing the legacy.

Spengler's journey in motorsport has been one of relentless pursuit. From his early days in karting to claiming prestigious titles, his dedication to the sport has been evident in every race. Today, he brings his wealth of experience and deep love for performance to his new role — one that is defined by excellence and carries a rich legacy.
Born in France and raised in Canada, Spengler earned global recognition for his achievements on the racetrack. After seven successful years racing for Mercedes-Benz in the Deutsche Tourenwagen Masters (DTM), he joined BMW M Motorsport in 2012, embarking on a career with the Bavarian brand that spanned over 13 years.

Spengler played a pivotal role in BMW's return to DTM, competing in the championship from 2012 to 2019. Throughout his tenure, he cemented his status as one of the series' most accomplished drivers, securing 16 victories, 50 podium finishes, and the coveted 2012 DTM title.

However, Spengler's success extended beyond DTM, with standout performances in endurance racing, including appearances at the 24 Hours of Le Mans and the IMSA WeatherTech SportsCar Championship. These achievements further reinforced his reputation as a versatile and skilled driver.

As Bugatti's new Pilote Officiel, Spengler will play a major role in representing the brand at exclusive events, sharing his expertise with Bugatti customers globally, demonstrating the extraordinary performance of the brand's hyper sports cars and helping development across a new Bugatti era that began with the unveiling of the Tourbillon[1] in Molsheim in June.

> "When the opportunity to join a brand like Bugatti arises, there's no hesitation — it's the most prestigious brand in the world, in my eyes. It's a childhood dream come true, a once-in-a-lifetime chance.
> As a child, I used to play the card game Auto-Quartett for hours — the strongest card was always the Bugatti EB110. And that's where my passion for the brand began. I was born in this region, I am living close by, and now that I'm here, it feels surreal, but I'm incredibly proud. It's a new challenge, a different challenge, but one that's truly exciting — and I'm ready for it."
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> BRUNO SPENGLER

Pierre-Henri Raphanel, whose tenure as Bugatti Pilote Officiel spanned almost 20 years, leaves behind an indelible legacy. A former Formula 1 driver and 24 Hours of Le Mans competitor, Raphanel's time as Bugatti Pilote Officiel was defined by his deep connection to the brand and his ability to convey the magic of driving a Bugatti to enthusiasts and customers alike.

Since taking on the role in 2005, Raphanel has been instrumental in showcasing the capabilities of Bugatti's most iconic models, from the record-breaking Veyron 16.4 to the visionary Chiron^2 and beyond. Even setting the world speed record for a production car at the wheel of the Bugatti Veyron Super Sport back in 2010 — a milestone that further cemented Bugatti's position at the forefront of automotive engineering and performance at the time.

"I came to Bugatti without any expectations, but the first time I got into the car — it was a shock. As a racing driver, I was used to handling 1,000-horsepower race cars, but the experience in a Bugatti was something entirely different. It was so astonishing that I ended up staying in the car for eight hours that day. If you've never been in a Bugatti, you can't truly understand the feeling. I can tell stories and say how phenomenal it is, but it's impossible to fully grasp unless you've experienced it yourself. That feeling doesn't exist anywhere else.
My time as Bugatti Pilote Officiel isn't a book; it's a chapter of my life — 19 years long — and it is something I'll carry with me forever. Being a Bugatti Pilote Officiel was more than just work; it was about dedication, passion, and sharing that with thousands of people through the 11,000 test drives I did. My blood runs Bugatti blue. My next role with Bugatti is a continuation of that journey. I believe it's impossible to take on the project I'm doing now without having spent the last 20 years with Bugatti."

PIERRE-HENRI RAPHANEL

As he transitions into his new role as a Bugatti brand ambassador, Raphanel's connection to the brand remains strong, as his company, 'Nations Racing Legends', brings the iconic Type 52 back to life as a series of artful masterpieces. Each one crafted to be admired and cherished as heirlooms of automotive and artistic heritage.

"I want to express my gratitude to Pierre-Henri Raphanel for the incredible dedication he has poured into Bugatti over the years. He has truly put his heart and soul into the brand, and we are immensely thankful for his contributions. I'm delighted that our collaboration will continue in a new way, ensuring his legacy remains part of Bugatti's future.
At the same time, I am thrilled to welcome Bruno Spengler as our new Bugatti Pilote Officiel. Having such an accomplished driver join us — someone who not only has an outstanding motorsport pedigree but also hails from the region — is truly special. Bruno understands just how significant Bugatti is, not only to Alsace but to the entire automotive world. We look forward to embarking on many exciting adventures together."

HENDRIK MALINOWSKI

MANAGING DIRECTOR OF BUGATTI

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[1] Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G