MOLSHEIM
6/4/2024

# A NEW BUGATTI ERA EMERGES — 20TH JUNE 2024




## On the 20th June, a new era in the 115-year history of Bugatti begins. Guided by the vision of Ettore Bugatti, it will be an icon not just for the present, or even for the future, but 'Pour l'éternité' (for eternity).

The new Bugatti hyper sports car is a completely bespoke design, engineered from the ground-up on the three pillars of beauty, luxury and performance, inspired by Bugatti models of the past. The Type 57 SC Atlantic, the Type 41 Royale and the Type 35, respectively known as the most beautiful, the most luxurious and the most successful Grand Prix race car ever, each lend their DNA to create a pure and authentic reinterpretation of the Bugatti brand.
An all-new chassis and performance-honed body encompass an all-new V16 engine and electrified powertrain, representing a coming together of timeless mechanical craftsmanship and cutting-edge technology.

Follow the Bugatti social media channels as a new Bugatti era unfolds, and watch 'La Grand Première' live on 20th June. Stay tuned.

2026 BUGATTI AUTOMOBILES S.A.S.

**NOT JUST FOR THE PRESENT. OR EVEN FOR THE FUTURE. POUR L'ÉTERNITÉ.**

**PERFECTION IN EVERY DETAIL.**

**NOTHING IS TOO BEAUTIFUL.**

**INSPIRED BY HISTORY. SHAPED BY SPEED.**

**CRAFTSMANSHIP ELEVATED TO NEW HEIGHTS.**

**MOLSHEIM, FRANCE. SINCE 1909.**

**INCOMPARABLE. BUGATTI.**

**Press Contact**
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com