

QATAR INTERNATIONAL MOTOR SHOW 2014: INTERNATIONAL SHOW PREMIÈRE FOR THE BUGATTI VEYRON 16.4 GRAND SPORT VITESSE "LANG LANG"



For the first time at an international motor show, Bugatti presents an exclusive variant of the Veyron 16.4 Grand Sport Vitesse: Visitors to the Qatar International Motor Show from 21 to 25

February will have the opportunity to marvel at the Grand Sport Vitesse “Lang Lang”, designed by the French supersports car brand in honour of the Chinese star pianist. The net price of this unique vehicle is €2,132,700.00.

At first glance it is clear from the design of this very special “Lang Lang” Vitesse that the Bugatti design team under design director Achim Anscheidt took a classical concert grand as their inspiration.

Exterior: The body of the “Lang Lang” Vitesse is dominated by black and white, in a colour split of deepest black exposed carbon and a paint finish in creamy white “Blanc Atalante”, set off by luxurious accents in the form of 24-carat gold plating on the EB logo at the rear and the EB tags on the fuel and oil caps. Black “Sang Noir” diamond-cut rims complete the classic look of this Vitesse.

Interior: Iconic keyboard tones are continued throughout the interior, with seats, roof liner and footwells clad in black leather. Highlights are provided by white contrast stitching on the side bolsters, steering wheel and selector lever. The door cladding and cowl panel are covered in white leather, with a swirl of stave lines in black stitching on the door panels. A further musical note is the piano-black finish to the EB logo on the white rear centre box. The interior is further distinguished by the gold-plated EB logo and “12 o’clock” ring on the steering wheel, and the elephant on the footwell insert, signed by Lang Lang in person after a concert given by him at Bugatti in Molsheim.

The “Lang Lang” special edition is based on the Bugatti Veyron 16.4 Grand Sport Vitesse. Since April 2013 it is officially the world’s fastest production roadster, having clocked 408.84 km/h with the top down. Centred round an 8-litre W16 engine generating 1,200 PS, the Vitesse has an unrivalled maximum torque of 1,500 Nm (at 3,000—5,000 U/min) and rockets from zero to hundred in only 2.6 seconds.

The Qatar International Motor Show takes place from 21 to 25 February 2014 at the Qatar National Convention Centre, where Bugatti will be welcoming visitors in Hall 7.

¹ Veyron: