RÉTROMOBILE - BUGATTI PRESENTS "LA MAISON PUR SANG"



The new range for historical models from the traditional French brand

Tradition is one of the core pillars of Bugatti. Bugatti is launching the new ‘‘La Maison Pur Sang‘‘ program to enable even better care for the historical vehicles in the future. For the first time, the French luxury brand presented the new offer for the certification and restoration of classic Bugatti automobiles at the Rétromobile Motorshow in Paris, the annual international exhibition of classic vehicles.

THE NEW "LA MAISON PUR SANG" PROGRAM

‘‘Bugatti vehicles have always been special automobiles. Exceptional design, outstanding performance and the latest technology characterize each Bugatti,‘‘ emphasizes Stephan

Winkelmann, President of Bugatti. ''In order to allow owners to experience and enjoy the outstanding technology flawlessly, we have decided to provide intensive support in our factory with the ''La Maison Pur Sang'' program.'' Luigi Galli, a new specialist for Tradition and Certification at Bugatti, has been in charge of this special task since September. In his role, he is the first point of contact for customers of historic Bugatti automobiles and the various Bugatti clubs.

The program is being rolled out gradually, based on the certification of the authenticity of historic cars. The genuineness of an automobile is determined by Luigi Galli and his team of experts through intensive research of all available information - historical documents, admission registers, photo documents, or even the comparison of certain component numbers. After successive stages of expansion, the restoration of historic automobiles from Bugatti will also be carried out in the future.

''Tradition and history are a great privilege, but also a great responsibility for us. We are always faced by it. We're conscious of our 110+ years of tradition and want to enable many of our historical vehicles to continue to drive perfectly on the road or to be in collections even after decades,'' explains Stephan Winkelmann. "With 'La Maison Pur Sang' we offer an official framework for these automotive treasures. It is very important to protect and preserve Bugatti's tradition and heritage, as well as the existing knowledge of the brand. ''

BUGATTI VEYRON TURNS 15 - WITH A NEW LOYALTY PROGRAM

Fifteen years have passed since its world premiere - and yet the Veyron is as fit as ever with appropriate maintenance. It is not for nothing that Bugatti offers a loyalty program for the Veyron, which makes it possible to extend the guarantee. This makes Bugatti the only manufacturer to offer a warranty on its vehicles even after more than twelve years. Regular, annual maintenance at the authorized Bugatti contract partner is required. Preventive measures and comprehensive service can ensure that the hyper sports car is guaranteed to bring its inner beast to the road in a controlled and reliable manner. The best thing: technical solutions and shorter service times with regular maintenance reduce the total cost for the customer by half.

If you want to give your Veyron a fresh new look, you can do so in the future. In the first step, reconfiguration and restoration is offered for the Bugatti Veyron, followed by recertification. Specially trained technicians in Molsheim examine the vehicles closely and record every detail. Then they combine the results in an extensive booklet. Measurement taking as part of the loyalty program and ''La Maison Pur Sang'' will further support the positive performance of the Bugatti Veyron in recent few years.

BUGATTI BOOTH AT RÉTROMOBILE 2020

In addition to the new program, Bugatti shows off part of its glorious tradition. The models of the Bugatti Type 35C, EB110 SS and Bugatti Veyron Grand Sport are on the stand of the Paris Expo Porte de Versailles; three vehicles that showcase the development of the luxury brand for hyper sports cars from Alsace. "The Bugatti Type 35, EB110 SS and the Veyron represent the three eras of our eventful history, which we are proud to look back on," says Stephan Winkelmann.

"These vehicles are great examples of our hyper sports car tradition and valuable collectibles that continue to increase in value over time."

With over 2000 victories, the Type 35 is the most successful racing car of all time. Between 1920 and 1930 it was the car to be beat. For the first time, Ettore Bugatti used a double roller bearing and triple ball bearing crank operation - the crankshaft is still considered an engineering masterpiece today. It could be rotated at up to 6000 rpm to move the eight pistons in the initially 2.0 liter engine. The engine produced up to 140 HP, which almost 100 years ago was an incomparably powerful performance.

After Bugatti hibernated in the late 1950s, Romano Artioli revived the brand in 1987. To this end, he built a new plant in Campogalliano and in 1991 created the EB110, a vehicle with sensational technology. Four-wheel drive, a 3.5-liter V12 engine, 560 hp and a torque of 611 Nm made this Bugatti the fastest production car of its time - in the EB110 SS (Super Sport) version, it drove up to 351 km/h.

With the Veyron, Bugatti redefined the car world under new aegis. It is powered by an eight-liter 16-cylinder engine with over 1000 hp, which accelerates the coupé to over 400 km/h. It is the first production car with over 1,000 hp, the first car that drives at 400 km/h. Nevertheless, it doesn't drive like a rock-hard super sports car, but like a luxurious Gran Coupé. The first hyper sports car in automotive history, an icon and a solitaire of technology. With the Veyron, Bugatti is catapulting itself into a new dimension, setting standards in technology and luxury. In 2010, the 1200 hp Veyron Super Sport set another speed record with a top speed of 431 km/h.

The Retromobile Motorshow in Paris is one of the most important classic car fairs in the world. With 620 exhibitors on 72000 square meters at the center of Paris, the fair attracts more than 130000 visitors annually. Paris has a special meaning for Bugatti. In the city on the Seine, Bugatti presented the EB110 to the public for the first time on September 15th, 1991 - on Ettore Bugatti's 110th birthday. For presentation three EB110s drive over the Champs-Élysées. A historic event to this day - in keeping with the brand.