

# TECHNO CLASSICA 2015:- BUGATTI SHOWCASES GLAMOROUS HIGHLIGHTS SPANNING THREE EPOCHS OF THE COMPANY'S HISTORY



Bugatti invites you to a special journey through time at this year's Techno Classica in Essen (15 – 19 April).

At its stand in hall 7.0, the traditional French brand is showcasing vehicles spanning three epochs of the company's history, all of which were defining for their time. The focus of the brand's exhibit will be a Bugatti Type 57C Stelvio from the pre-war era, a Bugatti EB 110S from

the 1990s and a modern Bugatti Veyron 16.4 Grand Sport Vitesse. The Veyron, all 450 limited edition vehicles of which have now been sold, is well on its way to going down in automotive history as a classic. Another topic addressed at the Bugatti stand is the oneyear-old "Bugatti Certified" programme.

"The Techno Classica, the world fair for classic cars, is a regular fixture in Bugatti's event calendar," according to Dr Stefan Brungs, Head of Sales, Marketing and Customer Service at Bugatti Automobiles S.A.S. "We are proud to have brought a successful era in automotive history to its climax this year with the grandiose finale of the Veyron series. The supercar is already on its way to becoming a classic."

At the start of this year, Bugatti sold its 450th and last Veyron: a supercar that for ten years has been making the hearts of automobile fans around the world race with its technical superlatives. The Veyron has positioned itself as an icon in the automotive world with its 16 cylinders, 1,200 PS, and maximum torque of 1,500 Nm. It can accelerate from 0 to 100 km/h in 2.5 seconds and holds the world speed record of 431.072 km/h. "The sale of all 450 vehicles marks the beginning of a new chapter for the Veyron fleet, which we will continue to actively accompany with the 'Bugatti Certified' programme," Dr Brungs said. "The programme has been very well received since the Veyron is not only a coveted collector's item but also an investment. With 'Bugatti Certified' we are fulfilling our duty to maintain our high Bugatti standards for the entire life of a Veyron, for the brand and for our customers."

The "Bugatti Certified" programme, which was brought to life in 2014, offers Veyron owners a complete service: from inspection and preparation of the vehicle by Bugatti engineers to technical updates. With the "Bugatti Certified" seal, the vehicle owner is not only guaranteed visible and technically flawless vehicle condition, but also the certainty of having contributed to the long-term value of the car.

Contact persons are ready to discuss the details at this year's Techno Classica: not only with owners of current Bugatti models but also with collectors of treasures from earlier Bugatti eras.

Bugatti presents traditional models spanning three eras Bugatti offers the visitors to the Techno Classica an undoubtedly historical highlight with the Type 57C Stelvio. The original version of the Type 57 was first presented at the Paris Motor Show in 1934 and was produced until the start of the war as the sole type in variants 57, 57C, 57S and 57SC at the Molsheim factory in Alsace. Between 1934 and 1940, over 680 units were built in varying body variants.

The vehicle body of the cabriolet presented in Essen was produced as a work order by the Alsatian body manufacturer Gangloff from Colmar. The 3.3-litre touring car with chassis number 57715 was not only a comfortable long-distance saloon but could also reach top speeds considerably higher than the previous model thanks to the built-in compressor and a highperformance 8-cylinder engine. The car clearly carries Jean Bugatti's handwriting. The son of the company founder Ettore Bugatti spurred the development of the company with more of his own ideas starting in the late 1920s in Molsheim in Alsace.

Bugatti is presenting its younger brand history at the Techno Classica with two vehicles: the EB 110 was the first and only series production vehicle from Bugatti Automobili S.p.A, a company newly founded by Romano Artioli. Approximately 140 units of the EB 110 were built between 1991 and 1995. Thanks to its V12 engine with five valves per cylinder, the super sports car produced 560 PS at 8,000 rpm and a maximum torque of 611 Nm at 4,200 rpm. It was the fastest car in its class in the early 1990s. The EB 110 exhibited its power harmoniously via four

turbochargers. The EB 110 showcased in Essen was available as a lighter and more powerful super sport variant with 611 PS from 1992 onwards. The optimised performance of the EB 110S was mainly the result of an increase in charge pressure. In 1995, however, production in Campogalliano, Italy was stopped and the second epoch in Bugatti's history came to an end. The third vehicle showcased at the trade fair is a Bugatti Veyron 16.4 Grand Sport Vitesse from 2014, the fastest production roadster in the world.

The maxim during the development of this version was to continue Ettore Bugatti's aesthetic tradition in the design of the new supercar. It was a success. The Veyron captivates by virtue of its exterior, which conjures up classic Bugatti characteristics, whilst at the same time finding a modern use of form. The Veyron is an example of timeless automotive design and at the same time an automotive work of art. The development of the Veyron was one of the most significant technical challenges ever undertaken by the automotive industry. At the time, the Bugatti developers were given four goals in the specifications for the supercar: it should transfer more than 1,000 PS onto the road, drive faster than 400 km/h, accelerate from 0 to 100 km/h in less than three seconds and — the biggest challenge — still be suitable for driving to the opera in comfort and style despite this configuration. The results speak for themselves. The Veyron is the first and only supercar that can master any driving situation at any time in its series configuration. Whether maximum acceleration on the long straights, twisty country roads or city driving — the Veyron is optimally positioned at all times while also providing a pleasant driving experience.

The Veyron stands for an extraordinary chapter in automotive history: all 450 Veyrons — 300 coupés and 150 roadsters — have been sold. This is an incredible success for the brand and the Volkswagen Group. This year, Bugatti will be represented at the Techno Classica in Essen for the sixth time. The Bugatti exhibit is in hall 7.0.