

THE FESTIVE SEASON AT CHÂTEAU SAINT JEAN: A MAGICAL EVENING CELEBRATING THE BUGATTI FAMILY



From the very beginning of its story in 1909, Bugatti has been defined by incomparable experiences. In owning and caring for a Bugatti vehicle, passionate enthusiasts of the marque enter a family — itself defined by the joy of shared experiences, inspiring memories, and unique opportunities to see history in the making. And so, Bugatti's

tradition of extending the warmest of welcomes continued at this time of festivity, in an exclusive gathering within the grounds of Château Saint Jean.

As the brand comes to the end of its 115th anniversary, Bugatti reunited a handful of its esteemed customers and dealers from all over the world for a unique evening of festivities — as 80 guests gathered at the marque's home in Molsheim for an intimate Christmas dinner, cherishing time together and reflecting on an incredible year of unparalleled shared experiences.

For the Bugatti family, yet more incredible moments and incomparable opportunities to witness history were immortalized. The closing chapter for the legendary Chiron with the last W16-powered model, the majestic W16 Mistral, breaking the world record for the fastest open-top car ever at 453.91 km/h. The presence of the W16 Mistral World Record Car, the Tourbillon, and a host of haute couture-inspired fabrics adorning its cockpit on display. The icon of Bugatti's defining new era — the Tourbillon — which is winning hearts globally and breaking records as the most successful car launch in history. And for a host of Bugatti's most passionate customers, the spectacular Bugatti Grand Tour in Morocco, followed by the unparalleled Bugatti Grand Prix in Las Vegas. All affording the opportunity to experience the incomparable, together.

The crucible of those peerless achievements and once-in-a-lifetime memories, Bugatti's home in Molsheim, played host to a magnificent feast fit for the conclusion of an amazing year. Amidst jovial seasonal jazz tunes flowing from the doors of the Orangerie, roaring log fires, illuminated Christmas trees, exquisite apéritifs of champagne and mulled wine, and delicious delicatessen spreads served from pinewood chalets — bringing the Alsatian tradition of enchanting Christmas markets to the home of Bugatti — the scene was set for a festive night of new lifelong stories.

The warmest of welcomes naturally awaited the treasured Bugatti guests. In a joyous gathering, Bugatti's customers and dealers shared tales and cherished memories with the people of Bugatti with whom they had forged close ties across the year — from Mate Rimac, CEO of Bugatti Rimac, to Christophe Piochon, President, Hendrik Malinowski, Managing Director, and the legendary racing driver and Bugatti Pilote Officiel, Andy Wallace. Wallace emotionally recounted his recent, incredible experience of setting the top-speed record with the W16 Mistral World Record Car, as the owner of this incredible record-breaker — exhibited on the Château premises that night — looked visibly moved and deeply thankful.

In the halls of Bugatti's home, the exceptional privilege of an intimate three-course dinner in the Château itself was hosted — a rare and extraordinary occasion that paid homage to Ettore Bugatti's vision. Ettore purchased the Château with the dream of welcoming his dearest customers and VIPs, creating a place where unforgettable experiences could be shared. While the Château remains a cherished setting where customers are welcomed and introduced to Bugatti's illustrious history, hosting a dinner here is something truly exceptional — an occasion only rarely created for Bugatti customers.

For this special evening, the Château became a haven of festive elegance, where new memories were created and tales lovingly recounted together — echoing Ettore’s timeless traditions. As a souvenir of this intimate Christmas dinner and a reminder of the incredible year spent as a family, guests were invited to inscribe a personal note on their own festive bauble, created to decorate Bugatti’s stylishly presented festive tree for the evening and many more to come — “Pour l’éternité” — a poignant symbol of the very unique community spirit cherished by the marque.

Celebrating the values of festive gifting, the merry gathering could also celebrate the joy of generosity — in a charitable auction, brilliantly orchestrated by Head of Sales, Guy Caquelin, Bugatti organized to support the Semeurs d’Étoiles, a local charity with whom the brand has forged close ties with, and whose mission centers upon the care and wellbeing of hospitalized children as well as fully assisting their parents. A car bonnet adorned with hand-drawn sketches from Jascha Straub, Bugatti’s Lead Designer Sur Mesure, was presented before all. With the final patron, The Singh Collection, Punjab, India — proud owners of the W16 Mistral World Record Car — donating €50,000, they offered the piece as a gift to Mate Rimac, a beautiful celebration of generosity and giving thanks for the amazing year they had shared with the marque, including setting the open-top speed world record with their very own W16 Mistral car. An authentic tribute to the shared values symbolized in owning a Bugatti.

“This is a special season for everyone; the end of the year is always an opportunity to reminisce and to spend precious time with those around you. At this poignant time of year, our guests cherished the opportunity to visit the home of Bugatti, their home — celebrating the close bonds we have all strengthened this year. And here, in this festive atmosphere, we could look back at some incredible moments from 2024 that are now etched into the history of Bugatti as well as in everyone’s cherished memories. We would like to thank all of those who attended, and The Singh Collection for their incredible generosity. Here’s to sharing more incredible new experiences, and writing more history together — next year and beyond.”

HENDRIK MALINOWSKI

MANAGING DIRECTOR OF BUGATTI AUTOMOBILES

And so Bugatti’s guests departed the enchanting gathering at Château Saint Jean, with a framed family picture taken on the steps of the legendary Château and an exquisite snow globe housing the iconic Dancing Elephant. But also, with touching mental souvenirs — incomparable memories to treasure for a lifetime.

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