THE BUGATTI GRAND TOUR 2026: A JOURNEY THROUGH THE CAPTIVATING BEAUTY OF SOUTH AFRICA



Each year, the Bugatti Grand Tour brings together owners from around the world to explore extraordinary destinations from behind the wheel of their Bugatti masterpiece. For 8 wondrous days in March 2026, the journey led an exclusive group of esteemed Bugatti owners to the southwestern edge of Africa; a region where striking coastlines,

vast wilderness and vibrant culture combine to create one of the most diverse landscapes on Earth.

Anchored in the dynamic city of Cape Town, the Bugatti Grand Tour 2026 unfolded across the Western Cape and beyond. Over mesmerizing winding roads and through captivatingly precious vistas, the marque's esteemed guests navigated a route that revealed South Africa's remarkable contrasts — from rugged ocean cliffs and windswept peninsulas to expansive semi-desert valleys, rich wildlife reserves and lush coastal forests.
More than an exploration of landscapes, the Grand Tour remained a celebration of the Bugatti family. Accompanying the select gathering of Bugatti drivers on the journey, Mate Rimac, CEO of Bugatti Rimac; Christophe Piochon, President of Bugatti Automobiles; and Hendrik Malinowski, Managing Director of Bugatti all joined the select band of explorers along the way — sharing company, treasured stories and the unforgettable moments that define the inimitable experiences championed by the marque.

CAPE TOWN: AN IMMERSIVE FUSION OF ART, CULTURE AND RAW ATLANTIC BEAUTY

With their precious vehicles carefully prepared at Bugatti's spiritual home, Molsheim, and delivered to the starting point of the journey, the Bugatti family gathered in Cape Town beneath the dramatic silhouette of Table Mountain — sweeping views and a beautifully vibrant scene stretching from the iconic landmark to Table Bay; a paradise welcoming an experience of a lifetime with open arms.

The Grand Tour officially commenced with an exclusive evening of festivity at the nearby Zeitz Museum of Contemporary Art Africa, the largest museum in the world dedicated to contemporary African art, and a silo from the 1920s transformed into a cultural landmark. Surrounded by the striking architecture and the creativity of the continent's leading artists, the Bugatti family came together for a convivial dinner in an exceptional setting, rife with excitement for the incredible adventure that lay ahead.

AN IMMERSIVE JOURNEY TO THE EDGE OF THE WORLD

Along the legendary coastal roads of the Cape Peninsula the Bugatti family proceeded, leaving Cape Town, following the Atlantic shoreline before ascending the sweeping curves of Chapman's Peak Drive — widely revered as one of the most spectacular marine drives in the world.

With the road built into sheer cliffs high above the ocean, breathtaking views were revealed at nearly every turn — laying an exquisite thread of asphalt for the Bugatti drivers to revel in their machinery, as the journey continued south through soaring coastal landscapes until reaching the windswept promontory of the Cape of Good Hope.

Situated within a protected nature reserve, the rugged headland marks a symbolic gateway between oceans; the cool Benguela current from Antarctica meeting the warm Agulhas current of the Indian Ocean, creating a landscape shaped by powerful winds and ever-changing seas.

Looking back on a magical opening to the voyage, guests enjoyed a private lunch overlooking the splendor of the peninsula, before returning to Cape Town for an evening gathering where stories of the first day's drive were shared to and fro over the finest gastronomy in the region — an exquisitely local feast inspired by cuisine the world-over.

EMBRACING THE OPEN ROAD OF THE TULBAGH VALLEY AND THE HERITAGE OF THE CAPE WINELANDS

Leaving the coast behind, the glittering convoy journeyed inland, the Bugatti drivers unleashing their hypercar machinery through the dynamic twists and turns of the towering mountain passes on the route, and launching into the historic valley of Tulbagh.

Nestled between towering ranges, Tulbagh is renowned for its beautifully preserved Cape Dutch architecture and rich winemaking tradition. The town's historic streets evoke centuries of South African heritage, where whitewashed facades and gabled buildings reflect the early European influences that shaped the region.

Surrounded by vineyards and fertile farmland, Bugatti's guests enjoyed an afternoon of tranquility and refined leisure, celebrating the region's acclaimed wines and culinary traditions before continuing through the Western Cape's amorphous landscapes.

BEARING WITNESS TO THE SOUTHERNMOST TIP OF THE CONTINENT

The third driving stage guided the Bugatti convoy toward one of Africa's most symbolic locations in Cape Agulhas — at the continent's southernmost point, the convergence of the Atlantic and Indian Oceans. The expansive coastline, shaped by centuries of maritime history, offers a landscape both raw and serene; a fitting backdrop for the awe-inspiring power and beauty of the Bugatti machines assembled.

Reaching this geographic landmark marked a powerful moment within the journey, standing as a monument to the stirring power of natural experience at the meeting point of the two oceans. And in the rousing spirit of pursuing further natural wonder, the convoy continued eastward along sweeping coastal roads toward South Africa's celebrated lush verdancy of the Garden Route.

INTO THE MAJESTIC WILDERNESS OF KWANDWE

Leaving the ocean behind and their automotive masterpieces in the marque's exacting care, the Grand Tour ventured into the wilderness of Kwandwe Private Game Reserve, as the pace of the journey shifted from driving to precious connection with the natural world over two magical days of exploration.

Guests embarked on private game tours through vast landscapes where leopards, zebras, elephants, lions, giraffes and other remarkable wildlife roam freely across protected terrain

— offering poignant moments of inspiration along the way, nature showcasing its own extraordinary masterpieces in their element.

Spellbinding evenings were spent amidst intimate bomas and exquisite lodges beneath the vast African sky, punctuated by unparalleled starlight, as the Bugatti family reveled around open fires in the tradition of the South African braai; where food, storytelling and shared experience brought all together in an atmosphere of warmth and connection.

WINDING THROUGH THE LITTLE KAROO AND ROUTE 62

Back behind the wheel of their unmatched hypercars, the group crossed into the striking landscapes of the Klein Karoo. The vast semi-arid valley revealed an entirely different side of the country; dramatic mountain ranges giving way to endless horizons and remote roads, with small, characterful towns and cafés suspended in time stretching through rugged terrain as far as the eye could wander.

Driving along the legendary Route 62, one of the world's longest wine routes, participants experienced sweeping curves and open landscapes perfectly suited to the performance of their Bugatti machines.

CONQUERING THE OPEN ROAD ASTRIDE THE WILD ATLANTIC COAST

Turning north toward the rugged Atlantic coastline and one of the oldest fishing villages on the west coast, Paternoster, along this remote stretch of coast, windswept beaches and whitewashed cottages reflected the inimitable maritime traditions of the region. As the rich blue of the ocean and pristine white of the beaches effortlessly captured the eye, guests embraced the unique culture and hospitality of South Africa's West Coast — an aquatic paradise where life remains deeply connected to the sea, as fresh coastal cuisine and relaxed seaside conviviality created one of the most memorable evenings of the journey.

A FOND FAREWELL THROUGH THE CAPE WINELANDS

With the Bugatti family reaching journey's end, the final driving day returned the convoy to the rolling vineyards and historic towns of the Cape Winelands — descending through the spellbinding Franschhoek Pass, offering exceptional vistas of valley and mountain. Honoring the depth of heritage and automotive excellence that had brought the gathered owners together in celebration, the host visited the renowned Franschhoek Motor Museum, home to one of the world's most significant collections of automotive heritage. From icons of motoring history to a farewell evening among quaint vineyards, the Bugatti owners reflected on the journey that had taken them across South Africa's most remarkable landscapes, rich culture and warmth of tradition; all in the machines that had united them in a mutual experience of engineering mastery and incomparable life-experience.

REVELING IN A JOURNEY SHARED

As the Grand Tour came to a close, it once again reinforced the spirit that lies at the heart of the Bugatti community — a shared passion for the joy of driving, exploration and unforgettable experiences.

> ''The Bugatti Grand Tour is about bringing together our most passionate owners to experience the world in an intimate and truly unique way. South Africa offered an extraordinary backdrop for this year's journey, from awe-inspiring coastlines and untamed wilderness to vibrant culture and exceptional hospitality, not to mention scenic roads — ideal playgrounds for our incomparable cars. Moments like these remind us that the Bugatti community is defined by remarkable cars, but also the extraordinary people that come together to embody the spirit that makes them so special — taking precious time to share an adventure of a lifetime together. Our teams pour their unmatched care, attention to detail and enthusiasm into curating a one-of-a-kind experience for our treasured customers, and we're honored to see them coming away from this journey with memories to hold dear for life.''
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> HENDRIK MALINOWSKI
> MANAGING DIRECTOR OF BUGATTI

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