BUGATTI UNVEILS THE W16 MISTRAL 'FLY BUG' — THE LATEST SUR MESURE MASTERPIECE



Within the world of Bugatti Sur Mesure, some of the most extraordinary commissions to emerge from the Atelier in Molsheim are those shaped by a close collaboration between the dedicated Bugatti design team and a loyal collector. For one such collector, that special relationship with the brand has now produced four masterpieces united by a single

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thread: the beauty of the natural world. The W16 Mistral 'Fly Bug' is the latest creation in that collection.

The W16 Mistral 'Fly Bug' joins three other remarkable projects: the Veyron Grand Sport Vitesse 'Hellbug', the Chiron 'Hellbee' and the Divo 'Lady Bug'. Each car drew its character from the fauna that surrounds us — small creatures of incredible intricacy. The W16 Mistral 'Fly Bug' is another Sur Mesure masterpiece in this collection, finding its inspiration in the dragonfly. A creature of iridescent wings and effortless speed, embodying timeless elegance and quiet awe, the dragonfly possesses, perhaps more than any other, the essence of the Bugatti spirit. There are as many Sur Mesure stories as they are Bugatti commissions. For this project, the initial spark came through a deeply personal exchange between the collector and Frank Heyl, Bugatti's Head of Design, reflecting the unique relationships that define Bugatti, where trust and dialogue give rise to the most extraordinary ideas. From there, the creative baton passed to the Color, Materials, Finish (CMF) team in Bugatti's Berlin Design Studio, where color and material creatives, including graphic designers, material specialists, visualizers and modelers, worked to distil the customer's vision into a distinct design direction. This ensured the fourth car stands as a unique creation and a cohesive piece of the wider collection, in both aesthetic and storytelling.

The creative direction that took shape was guided, in part, by the collector's established preference for a signature motif: a visual theme that could evolve naturally from one car to the next. This vision had already found expression in earlier commissions: from the Veyron Grand Sport Vitesse 'Hellbug' to the intricate, geometric diamond pattern of the Divo 'Lady Bug' — composed of around 1,600 precisely arranged shapes flowing across the car’s surfaces — and the bold interpretation seen on the Chiron 'Hellbee', where the motif took on a more graphic character. For the Mistral 'Fly Bug', the team developed an ellipse pattern that spreads across the exterior, growing denser toward the rear of the car and fading into the darkness of the air intakes.

The W16 Mistral 'Fly Bug' is finished in a bespoke paint developed specifically for this new masterpiece. Named 'Dragonfly Blue', the color shifts between blue and turquoise depending on the light and the angle of view, reflecting the shimmering quality of the dragonfly's wings. Just as the wings of the insect appear to change in hue and intensify as it dances through the air, the finish on the 'Fly Bug' reveals different facets of its surface with each shift in perspective. The same color is carried through to the wheel rims, matched as closely as possible to the body despite the different materials and paint systems involved.

The aesthetics of the exterior continue into the cabin. An exclusive multi-layered material was developed for the interior: leather laid over Alcantara in a geometric pattern, color-matched to 'Dragonfly Blue' and given a three-dimensional quality through a specialist finishing technique. The ellipse pattern is transposed across the door panels, adapted to suit the geometry of each component. Notably, this is the first time Bugatti has applied a graphic pattern across both the door panel face and the armrest area, a process that required close collaboration with the Bugatti engineering team to ensure the material sat perfectly across the curved surfaces without imperfection.

The integration of the Bugatti Macaron into the ellipse pattern was one of the project's most demanding technical tasks. The iconic oval emblem, present on the marque’s horseshoe grilles for over a century, was woven into the ellipse graphic on the car's flank at the customer's request — for the very first time. Achieving it required careful work to find the right scale

and position, so that every detail, including its fine ring of dots and precise lettering, could be reproduced faithfully.

Within the gear selector of the Sur Mesure Mistral, the famous 'Dancing Elephant' takes its place: a reference to the legacy of Rembrandt Bugatti, whose animal sculptures form an enduring part of the marque's heritage, and a reminder of the owner's appreciation for the natural world.

From final design sign-off to a finished car, it took the Bugatti teams months to bring the W16 Mistral 'Fly Bug' to life. A project of this complexity requires time and dedication, and for this specific project, the limitless passion and treasured experience of the Bugatti's customization team played a key role in achieving such a flawless result.

> "With the W16 Mistral 'Fly Bug', we have completed something that is genuinely rare: a collection of cars connected by a single creative vision. Each commission has pushed our Design team further, and this one is no exception. A bespoke color developed from scratch, a Macaron integrated into a painted graphic for the first time in our history, and an interior material application we had never attempted before. We are very proud of what the team has achieved here. But none of it would have been possible without the trust our customer has placed in us across all these projects. His passion for our hypercars, and his belief in what Bugatti Sur Mesure can do, is what makes work like this truly worthwhile."
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> FRANK HEYL
> HEAD OF DESIGN AT BUGATTI

The W16 Mistral 'Fly Bug' adds a new work of art to a Bugatti owner's collection and stands as a project that tested Bugatti's customization team at every turn. The result is a hypercar whose details reveal themselves gradually. For the team in Berlin, it is another timeless masterpiece. For the owner, it brings a deeply personal creative journey to its natural conclusion.

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[1] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G