MOLSHEIM
10/30/2024

FROM THE MEDITERRANEAN COAST TO SAHARAN DUNES: THE BUGATTI GRAND TOUR IN MOROCCO



In 2024, Bugatti continues to redefine automotive excellence — not just through groundbreaking innovation in the realm of hyper sports cars, but through the unforgettable experiences that it delivers. This year's Grand Tour through Morocco is a testament to this vision — a unique journey that unites Bugatti owners as part of an exclusive

2026 BUGATTI AUTOMOBILES S.A.S.

family, immersing them and their W16-powered hyper sports cars in the country's rich culture and vibrant scenery.

Under the High Patronage of His Majesty King Mohammed VI, the 2024 Grand Tour took select Bugatti owners on a trip through Morocco's awe-inspiring landscapes, a remarkable showcase of the unmatched Bugatti experience. From smooth and scenic coastal roads to majestic mountain passes and enchanting deserts, the tour brought together natural beauty, architectural splendor and local gastronomic splendor. The drivers navigated vibrant cities and picturesque towns, all while enjoying the thrill of being behind the wheel of their Bugatti — making this a truly once-in-a-lifetime experience.

WELCOME TO MOROCCO

Nestled along the sun-drenched backdrop of the Mediterranean coastline, the Royal Mansour Tamuda Bay Hotel in Fnideq set the stage for an unparalleled adventure. This luxurious retreat, blending refinement, traditional Moroccan architecture, and modern elegance, served as an elegant stage for the Bugatti guests to fully immerse themselves in the mind-blowing beauty of the northern coast of Africa. With spectacular views of azure waters and lush, verdant landscapes, the drive truly captured the pure essence of the Northern region.

As the sun slipped below the horizon, the guests gathered for a cocktail amidst the vast panoramic views of both sea and sand and an exceptional, multi-sensory dinner experience.

BETWEEN LAND AND SEA

On a sunny October day, 13 Bugatti cars — from an industry-pioneer Veyron Grand Sport to the Chiron Super Sport 300+[1], which pays homage to the world-record-breaking model — roared along the pristine roads of Morocco's northern coast in the Tanger-Tetouan-Al Hoceima region. As they sped past rolling green hills dotted with olive and citrus groves, the blues of the Mediterranean Sea and Atlantic Ocean merged harmoniously, adding beauty and charm to the journey. Along the way, the rich history of the region revealed itself, with iconic cities such as Tangier and Tetouan emerging around every twist and turn on the way to the blue-washed Chefchaouen.

THE BLUE PEARL AND ANCIENT HISTORY

At the center of Morocco's cultural heart lies Chefchaouen — the iconic 'Blue Pearl'. The enchanting city greeted the guests with its tranquil streets and alleyways, continuing the cerulean hues that had defined the journey so far. Leaving behind the peaceful colors of Chefchaouen, the Bugatti masterpieces meandered south to witness the ancient ruins of Volubilis, a Roman city nestled amid rolling hills. These UNESCO-protected ruins stand as a powerful testament to Morocco's rich history, allowing the exclusive owners to uncover the captivating stories of the site's past among the remarkably preserved relics.

From the ancient ruins of Volubilis, the group ascended into the breathtaking heights of the Atlas Mountains, discovering one of Morocco's most secret regions. As the cars climbed, the landscape transformed into an unexpectedly Alpine-like route, with rolling forests and crisp mountain air providing a stark contrast to the coastal scenery the drivers had encountered so far. At an altitude of 1,650m, the Michlifen Resort in Ifrane evoked the charm of a peaceful Alpine chalet, perfectly harmonizing with the region's unique and surprising landscape.

MOUNTAINS TURN TO DESERT

As the 13 Bugatti hyper sports cars climbed higher through the craggy peaks and lush valleys, the guests explored more and more of Morocco's raw beauty at every turn. The convoy wound through the mountain passes, taking in panoramic views that stretched for miles.

As the tour progressed, the landscapes transformed markedly. Leaving behind the fresh mountain air of Ifrane, the exclusive group of Bugatti owners descended toward the vast deserts of southern Morocco. Green hills slowly gave way to rugged knolls as they neared Erfoud. Here, surrounded by the breathtaking desert landscape, participants experienced a new dimension of Moroccan hospitality. Built in authentic Moroccan style, the setting showcased a sharp distinction to their previous stays, immersing guests in the warmth and tradition of the region's desert culture under the vast, star-filled sky.

THE SERPENTINE AND BEYOND

As the tour left Erfoud behind, the desert terrain gradually shifted, revealing a more varied landscape of rocky plains and scattered vegetation. The Bugatti hyper sports cars then embarked on one of the most exhilarating stretches of the journey through the Dades Valley. The landscape transformed into a dramatic scene of towering cliffs and winding riverbeds, culminating in the iconic Serpentine Road.

This winding ribbon of tarmac, surrounded by breathtaking gorges, delivered an unmatched driving experience, testing both drivers and their machines against the rugged beauty of the region. The ever-changing scenery provoked a deep sense of wonder, from the reddish hues of the cliffs to the expansive sky above. As owners pressed westward, the group approached Ouarzazate, the 'Gateway to the Sahara' — a stunning location that has earned its place in Morocco's cinematic history as a prominent filming destination.

THE BUGATTI'S ASCENT

Rising through the High Atlas Mountains, headed towards the legendary Tizi n'Tichka pass, the winding roads revealed a stunning and emotive side of Morocco's diverse geography. The ascent was not just a passage but a profound experience, with terraced fields, traditional villages, and historically significant kasbahs dotting the landscape. For the drivers, reaching the Tizi n'Tichka pass was a special moment, a blend of adrenaline and awe as they experienced one of Morocco's most celebrated landmarks. It was this stage of the Bugatti Grand Tour that set the tone for an arrival in the bold city of Marrakech.

A private tour of the Jardin Majorelle and the Musée Yves Saint Laurent at the center of Marrakech allowed the guests an opportunity to reflect on Morocco's rich artistic and cultural legacy. Placed at the foot of the Atlas Mountains, Marrakech is a city full of life, showcasing a vibrant and bustling atmosphere where tradition beautifully meets with modernity. The colorful souks provide a feast of sights, sounds, and aromas, while galleries and cafés hint at the city's storied past.

As the journey drew to a close, participants enjoyed a lavish farewell dinner at the Mandarin Oriental Hotel where the owners found themselves enveloped in locally inspired experiences, surrounded by stunning architecture and serene gardens, creating treasured memories of the city and the journey they had shared.

"The Bugatti Grand Tour 2024 in Morocco was so much more than just a road trip — it was a multi-sensory adventure through a country that is rich in contrasts. From the Mediterranean coastline to the expanses of the Sahara, we experienced the union of desert and mountain, ancient history and modern luxury. Meeting local people and interacting with the children, we were truly touched by their incredible hospitality and enthusiasm for our brand and our cars. For our guests, this was an unforgettable opportunity to create lifelong memories with the Bugatti community. We are committed to giving our customers experiences that build connection, making each moment together truly special."

HENDRIK MALINOWSKI
MANAGING DIRECTOR, BUGATTI

Event made possible thanks to our organizing partner 2FAST4YOU SRL and the Ministry of Tourism, Handicrafts and Social and Solidarity Economy.

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com

---

[2] Chiron Super Sport 300+: WLTP fuel consumption, l/100 km: low phase 40.3 / medium phase 22.2 / high phase 17.9 / extra high phase 17.1 / combined 21.5; CO2 emissions combined, g/km: 487; efficiency class: G

[2] Veyron: