MOLSHEIM
3/27/2026

THE W16 MISTRAL ‘CAROLINE’: AN ODE TO A BELOVED DAUGHTER, BY BUGATTI SUR MESURE



The Bugatti W16 Mistral represents the pinnacle of open-top hypercar performance, marking the final chapter of the marque’s legendary W16 era. Through Bugatti’s Sur Mesure program, the roadster surpasses a feat of engineering and becomes a true piece of craftsmanship and a singular work of art. The W16 Mistral ‘Caroline’ stands as an

2026 BUGATTI AUTOMOBILES S.A.S.

exquisite creation; a heartfelt celebration of family, where individuality is elevated to its most refined form.

Sur Mesure commissions often begin with a vision that is quite abstract, but eternally, deeply personal. For the W16 Mistral 'Caroline', its future owner, a loyal Bugatti customer, sought to complement the design philosophy of the W16 Mistral with an entirely unique identity — one defined by delicacy and grace. That vision was rooted in the gentle beauty of flowers, intertwined with the world of Haute Couture and a heartfelt tribute in the car's name — chosen in honor of his daughter.
From Bugatti's Atelier in Molsheim to its new Design Studio in Berlin, bringing this idea to life was entrusted to the marque's Color & Material Finish team, led by Sabine Consolini, whose role extends across every tactile and visual element of the vehicle. From leather selection to carbon-fiber finishes, from primary hues to the finest accent tones, the fully dedicated and passionate team embarked on a journey of exploration — immersing themselves in the language of flowers and the inimitable emotion they evoke.

Drawing inspiration from the lavender fields of Provence, meticulously adorned Parisian gardens, and the sophisticated elegance of the fabrics and colors employed in Haute Couture, the designers translated nature's fleeting grace into a unique piece of automotive artistry. Through close dialogue with the customer, initial discussions evolved into refined proposals — each iteration bringing greater clarity to a vision that was at once poetic and precise.

The exterior of the W16 Mistral 'Caroline' reveals itself subtly, in nuance and movement. Its defining color, bespoke 'Lavender' paintwork, thus emerged from a meticulous process of mixing, testing and refinement. Initially explored through a wide spectrum of floral-inspired tones, with dozens of samples assessed across the car's sculptural surfaces, the final tone was carefully tuned to achieve a delicate balance between warmth and luminosity, depth and shimmer.

The result is a surface that shifts with the light, oscillating between bluish and reddish violet — capturing the ephemeral beauty of flowers in bloom, and spotlighting the sculptural form of the car in a dance of highlights and shadows. Beneath this luminous finish, the lower body is sculpted in exposed 'Violet Carbon' weave, tinted in a complementary violet tone, grounding the design while adding depth and contrast.

Floral motifs feature on a select few surfaces on the vehicle's exterior and interior, evolving in form and scale. Nowhere is this more striking than at the rear, where the retractable wing becomes a canvas for an intricate, hand-painted composition. Here, layers of lilac and iris shades are applied with extraordinary precision; each petal carefully defined, every tone methodically interwoven, delivering a sense of depth and vitality. At its center, the name 'Caroline' is inscribed in Bugatti's signature design, anchoring the creation both visually and emotionally.

The process itself is as exacting as the result, as the entire rear wing enters into a caring process and masked with absolute precision. Multiple masking foils applied in successive stages, the craft of Bugatti's master technicians ensured that each delicate layer of color was perfectly realized, transforming the surface into a majestic canvas, revealed in all its splendor upon the activation of the hypercar's air brake.

Stepping into the cockpit of 'Caroline' reveals a continuation of the same artistic narrative, translated into texture, material and light. A harmonious interplay of 'Blanc' and 'Minuit' leather, rich violet tones and 'Violet Carbon' creates an environment that feels both serene and expressive. The floral theme is brought into being through intricate embroidery, chosen for its ability to convey depth and delicacy. Each headrest features a mirrored, hand-stitched floral motif, composed of layered stitching techniques and thousands upon thousands of threads, that allow multiple tones to coexist within a single design. Brought into bloom through a long and precise process including sketching, digital mapping, stitching and meticulous quality assessment, the resulting richly layered details invite closer inspection, revealing new subtleties and artistic intrigue with every glance.

Across the door panels, the embroidery takes on a more dynamic character, with petals appearing to drift and flow as though carried by the wind. This sense of movement was carefully developed to echo Bugatti's core design language, ensuring that even the most delicate details convey energy and life. At the center of the cabin, the gear selector houses Rembrandt Bugatti's iconic 'Dancing Elephant', encased in glass tinted to exist in harmony with the surrounding violet palette; forming a quiet yet powerful link to the marque's artistic heritage.

What defines the W16 Mistral 'Caroline' is both the richness of its individual elements, and the way they converge into a single, coherent identity. Interpreted through paint, embroidery and material, the floral motif was lovingly created to capture the imagination, seamlessly adapting to each surface on which it features, while maintaining its core essence. The result is the perfect expression of the Sur Mesure philosophy, where every creation is a flawless manifestation of the customer's individual wishes and Bugatti's craftsmanship.

"Creating a Sur Mesure vehicle is always an extraordinary journey; one that's defined by trust, collaboration and a shared pursuit of perfection. With the W16 Mistral 'Caroline', we have had the privilege of bringing an exceptionally elegant vision to life, working closely with the customer to shape every detail with precision and care. The car is of remarkable beauty and individuality — one that reflects Bugatti's heritage of savoir-faire and innovation, and the unique story and graceful taste of its owner. It is this fusion of legacy and personal expression that defines Sur Mesure at its very highest level — and in every respect, a privilege for each and every member of the Bugatti team bestowed with the honor of transforming a customer's dream into reality."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

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

[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