MOLSHEIM
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US GRAND TOUR: A REMARKABLE ADVENTURE IN THE AMERICAN WEST



Settled amongst the untamed landscape of the American West, an illustrious procession of Bugatti models shines regardless of the unpredictable — and in some cases extreme — weather. But the pinnacle of automotive craftmanship will always deliver, regardless of the conditions. For the 2023 edition of the famed Bugatti Grand Tour America, the iconic French brand brought customers together for an expedition through the spectacular scenes of Utah and Colorado.

EXPLORING THE VAST WILDERNESS OF UTAH

2026 BUGATTI AUTOMOBILES S.A.S.

The four-day Bugatti Grand Tour America 2023 set off from The Lodge at Blue Sky in Park City — a lavish resort built in the foothills of the Wasatch mountains tucking up alongside the sublime beauty of Silver Creek — heading towards the vast sandstone formations of Moab. First stop, Helper, Utah, where guests discovered the irresistible beauty of the 1924 Conoco Station. Meticulously restored to its former splendor, the prominent landmark stands as an exceptional bookend to Helper's historic Main Street.

From the revered Conoco Station, the twenty Bugatti hyper sports cars enjoyed dramatic scenery and the distinctive soundtrack of W16 engines enroute to Ulum Moab, an outdoor resort nestled amidst 200 acres of unspoiled desert terrain. A spectacular day of driving saw the Bugatti masterpieces form a magical on-road connection exuding free-flowing energy, presence and wanderlust — rare elements and emotional attributes that the automobiles from Molsheim demonstrate like nothing else.

As dusk fell, the guests experienced an enchanting night under the bright stars, with a gourmet evening meal complementing the organic natural environment. The cackle of wood-burning fireplaces added to the serene evening atmosphere as the moon towered in the night sky.

MOAB TO ASPEN IN CHALLENGING CONDITIONS

The next morning, as the sun gleamed over the desert, the adventurous group of Bugatti owners took their place behind the wheels of their hyper sports cars, ready for another day of thrilling vistas. But what would unfold shortly after taking to the road led to an unforeseen increase in the spirit of adventure. As heavy rain — and later that day even snow — fell from above, the road from Ulum to Aspen through Gateway Canyon, which is intertwined with magnificent cliffs consisting of vivid red and black colors, was given an extra rough and mysterious touch.

Although a Bugatti hyper sports car combines the embodiment of high-performance, exquisite luxury, and craftmanship, the uncompromising approach to total safety and reliability are just as important to the brand's ethos. This attribute quickly became apparent during the second day of the Grand Tour America, with state-of-the-art safety technologies aiding the drivers to safely negotiate the perilous road conditions. Following an elegant reception and dinner at a luxurious private home with stunning views of the city, the destination for the evening was Hotel Jerome; the perfect spot for the guests to rest for the night ahead of the tour's final day. Originally built in 1889 as a North American competitor to the Ritz in Paris, Hotel Jerome is today seen by many as the beating heart of Aspen, with its timeless architecture and authentic character.

ASPEN'S BEAUTIFUL SURROUNDINGS

With the adverse weather in Aspen maintaining a level of ferocity that made driving challenging, plans for the following day of the Bugatti Grand Tour America also had to be tailored. A bespoke private lunch at Clarke's Oyster Bar in Aspen was awaiting the Bugatti customers, but first a private shopping event was organized at Hermès. As soon as the foreboding dark clouds made way for bluer skies in the afternoon, some of the Bugatti Grand Tour America community took the opportunity to experience the exhilarating nature of their unique hyper sports cars, taking them out to the stunning mountainous Aspen roads.

In one final flourish, the group gathered at the famed Kemo Sabe store in Aspen to help craft their own mountain-chic 'Western' hats, before transitioning for a celebratory dinner at 'Catch'. And with that, a spectacular and epic 608-mile Bugatti experience across the American West was completed. For the Bugatti customers, an unforgettable drive had come to a fitting end.

> ''It is in the DNA of Bugatti to provide our customers with experiences that are truly incomparable. And the Bugatti Grand Tour America is just that — a special and unique experience that only a brand like Bugatti can create for its guests. The Bugatti Grand Tour successfully combines adventure, performance and luxury, despite the challenging and adverse weather conditions. The blossoming of the comradery and spirit of our Bugatti community of guests was wonderful to watch and be part of. Our guests have made memories on this tour that will last a lifetime and beyond, with Bugatti stories and Bugatti tales being passed on from one generation to the next.''
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> SASCHA DOERING
> COO AT BUGATTI OF THE AMERICAS

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