HISTORIC AND MODERN BUGATTI CRAFTSMANSHIP AT MONTEREY CAR WEEK 2025



Time and tradition, heritage and motoring splendor — all are celebrated in equal measure at the illustrious gathering in Monterey. Last week, the revered series of events attracted the finest automotive masterpieces from all over the world to the coast of California. Magnetic in their unparalleled presence and elegance, Bugatti cars both old and new formed a core component of the festivities at the jewel of automotive showcases, crowned this year by the world debut

of the Brouillard, and a collection of some of the most beautiful historic Bugatti cars ever built.

A DRIVING EXPERIENCE LIKE NO OTHER

Marking the start of proceedings for the marque's presence in Monterey, was the inaugural Bugatti Petit Tour on Thursday, where owners of the unequalled vehicles embarked on a scenic journey from the verdant fairways of Pebble Beach to the dramatic waterside paradise of Big Sur along California's legendary Pacific Coast Highway.

70-miles of pristine views in one of North America's most mesmerizing coastal routes, the drive provided the perfect prelude to the weekend's festivities, allowing Bugatti enthusiasts to experience their cars through an environment celebrating their supreme capability and allure, before the excitement of the days ahead was to unfold.

BUGATTI HISTORY MADE AT THE QUAIL

At The Quail, A Motorsports Gathering ahead of the weekend, Bugatti Rimac CEO, Mate Rimac, and Bugatti Rimac Design Director, Frank Heyl, took to the stage to introduce the latest milestone in Bugatti's illustrious history: the first creation of Programme Solitaire. A one-of-one, a standalone masterpiece — the Bugatti Brouillard represents a renaissance of bespoke coachbuilding within Bugatti.

Named after Ettore Bugatti's beloved thoroughbred horse, the Brouillard celebrates automotive haute couture in every detail, designed as an elegant and graceful coupé built upon the Bugatti 1,600PS W16 powertrain and chassis. Custom-woven tartan fabrics sourced from Paris, green-tinted carbon fiber paired with machined aluminum, and a gear shifter featuring a glass insert containing a miniature hand-crafted sculpture of Ettore's favored horse. These details together form an ode to the limitless creativity born out of a collaboration between the car's owner and the Bugatti design team.

Programme Solitaire itself takes its inspiration from Jean Bugatti's decision in the pre-war period to bring coachbuilding in-house, which allowed beautiful design and bespoke artistry to flourish. The legacy of Jean's vision was on display at Sunday's Pebble Beach Concours d'Elegance, with some of the finest examples of this dedication to coachbuilding excellence — four exceptional Bugatti cars — gracing the fairways of the Pebble Beach Golf Links.

THE WORLD'S MOST FAMOUS CONCOURS D'ELEGANCE

Hundreds of visitors took to the Links just as the sun rose above the horizon, for an early view of the cars at the event's famous 'Dawn Patrol'. They stood gleaming in the golden Californian rays, as they marveled among the line-up of perfectly preserved or gracefully aged vintage cars on display, ready to be judged by a team of experts from across the globe, including former Bugatti Director of Design, Achim Anscheidt.

The judges' task was not an enviable one; to elect winners among a field of vehicles in which each and every one could be considered a champion in their own right. The Bugatti cars vying for the esteemed accolades this year were a 1936 Type 57 Stelvio and 1937 Type 57 Atalante Rolltop Coupé — both of which were crafted under Jean Bugatti's carrosserie. Alongside these masterpieces, was an icon of not only Bugatti history, but that of the automotive and motorsport worlds combined — the 1925 Type 35 Grand Prix; a pristine example of the most successful racing car in history, a fitting flag-bearer for the model that established Bugatti's performance credentials and inimitable reputation in racing. Poignantly in the showcase of legends and legacy, proudly stood the 1965 Type 101C-X Roadster by Ghia, honoring the final chapter of the original Bugatti era.

Following the triumph of a highly original Bugatti Type 59 Sports as Pebble Beach 'Best in Show' last year, Bugatti models continued their winning streak. Although a Torpedo-bodied Hispano Suiza won Best in Show, the 1937 Type 57 Atalante won an Elegance Award and was runner up in its class, while the Type 101C-X won a Special Award.

A HOME AWAY FROM HOME

While these iconic Bugatti models claimed their prizes on the luscious lawns of the hallowed venue, esteemed customers had the opportunity to be hosted at Le Domaine Bugatti, located at The Lodge at Pebble Beach — not only for a detailed insight into the world of the Brouillard, but also to enjoy displays from Bugatti Lifestyle partners.

In the spirit of hospitality and festivity, Champagne Carbon showcased its latest magnums, with attendees able to observe the premium creations in the presence of an equally prestigious showcase of where they should be enjoyed, as Binghatti presented a replica of its luxurious Bugatti Residences. As guests marveled at the hand-made horological masterpieces of Jacob & Co's Bugatti timepieces. Asprey displayed its signature bejeweled Bugatti Egg, with PHR presenting meticulously crafted scale models of the iconic Type 52.

In a further symbolic coming together of automotive art and craftwork, Hedley Studios' perfectly scaled tribute to the Type 35, the Baby Bugatti II, stood proud on a Fahrengold car rostrum — resplendent with bespoke design cues matching the Brouillard, in an exquisite celebration of Bugatti creations representing the marque's legendary origins, and its thrilling future. For the first time, Le Domaine Bugatti was joined by a Bugatti Boutique selling the brand's clothing, eScooters, sunglasses, smartwatches and more.

"No other occasion brings together the past, present and future of our brand quite like Monterey Car Week. From the private presentation of our bespoke one-of-one Brouillard to the man who commissioned it, to its debut at The Quail and award wins for historic Bugatti models, it's clear to see the themes of elegance, craftsmanship and performance flowing through over a century of Bugatti.
Just as the events recognize excellence in restoration and preservation, we also took a moment to recognize the excellence of those in the Bugatti Partner retail network, handing our Sales Award trophy to Bugatti Broward, and naming Broward's Abraham Cohen as the Best Performing Brand Manager for the year. Congratulations to Abraham and the rest of the Bugatti Broward team for an extraordinary performance — all down to their enormous passion for our brand."

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