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## A new Bugatti piece of art for Pebble Beach

The « Sang Bleu » to honour the 100th anniversary of the marque

Carmel, California, 14th August 2009. – Continuing this year's 100th anniversary celebrations Bugatti Automobiles S.A.S. has chosen the prestigious Pebble Beach weekend to present a further highlight to pay tribute to this legendary brand : The company proudly unveils the Bugatti « Sang Bleu » - an exclusive, one-off Grand Sport, honouring the marques precious heritage.

### Innovation and Harmony

The « Sang Bleu » has ventured into new areas. Instead of applying two paint colours or paint and material to highlight the two tone design the « Sang Bleu » exclusively concentrates on materials - carbon and aluminum - an innovative combination never realised before. This unique approach opens a new dimension of « Art – Forme – Technique », the company's core values.

The colour combination commissioned for the Pebble Beach car is blue carbon with polished aluminum. The visual carbon is tinted in royal blue to emphasize the refined volumes and surfaces of the Bugatti Veyron Grand Sport. The rear air scoops are tinted in the same nightblue – offering a dramatic view from above – and thus fluidly integrate into the overall design philosophy of this unique model.

The rims are inspired by the Grand Sport Roadster and are highlighted in a Midnight Blue and Diamond Cut two tone finish. The interior, specially and tastefully selected for the Pebble Beach event, is trimmed in a newly developed Gaucho leather which blends with the intriguing and pure exterior materials creating an elegant and harmonious overall appearance.

### Featured Marque

In the year of its 100th anniversary Bugatti has been selected to be one of the featured marques at the 2009 Pebble Beach Concours d'Elegance.

Ettore Bugatti started his business in the Alsatian town of Molsheim in 1909. The name of the company: „Ettore Bugatti Automobiles i. Els.“. In 1956 the company ceased its activities. Exactly 50 years later, in March 2006, the first Bugatti Veyron built by Bugatti Automobiles S.A.S. was delivered – after the

Volkswagen Group had acquired the rights of the Bugatti marque in 1998 and started the re-launch of this famous brand. To date over 250 of the planned Bugatti Veyrons are sold, 215 of them have been delivered to customers worldwide. In June 2009 Bugatti started production of the Bugatti Veyron Grand Sport, the open roadster. The sales results are encouraging over 20 Grand Sports have been sold, with first deliveries already started.

The Bugatti « Sang Bleu » is the latest in a line of centenary Bugatti models which have won worldwide acclaim in 2009. This unique car stands – like the others - for the commitment of the Bugatti of today to carry the values and the philosophy of Ettore Bugatti, the founder of this unique marque, into a successful future.

**Note:**

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