Together in Molsheim: BUGATTI and its global partners shape the future

In June 2026, the global BUGATTI family once again came together, as the Bugatti team welcomed cherished partners from around the world to share in the brand's vision, celebrate its heritage, and shape its future.

That future is already taking shape in Molsheim, where the Tourbillon is undergoing intensive tests to be ready to soon enter production in Bugatti's new atelier. In La Manufacture - soon to be home to the production of the new era-defining Bugatti hyper sports car - partners from North America, the Middle East, Europe and Asia gathered alongside representatives from Bugatti, including Mate Rimac, CEO of Bugatti Rimac, Christophe Piochon, President of Bugatti, Hendrik Malinowski, Managing Director of Bugatti, and Frank Heyl, Director of Design at Bugatti, to preview what is on the horizon for the marque.

Across a two-day immersive visit, participants explored the opportunities and priorities that will define Bugatti over the coming years.

Beyond the walls of the new atelier, the Bugatti historic site came alive under the theme of 'Été à la Maison Bugatti', immersing guests in the spirit of a Bugatti summer through a celebration of its heritage, values and future.

Returning to Molsheim reaffirmed partners' connection to Bugatti's emotional and strategic home - the enduring heart of the marque, where every hypercar is brought to life and the brand continues to turn ambition into reality.

Throughout the experience, guests embarked on a journey through the world of Bugatti, with a carefully selected collection of historic and contemporary models illustrating Bugatti's strong commitment to innovation across its three defining eras: those of Ettore and Jean Bugatti, the age of Ferdinand Piëch and symbol of the re-birth of Bugatti, and the new chapter ushered in by the Tourbillon and Mate Rimac. The display of vehicles adorning the Molsheim premises spotlighted the depth of heritage inspiring Bugatti's future; the showcase ranging from icons such as the Type 55 Jean Bugatti Roadster and Type 57S Atalante, to Veyron and Chiron models, the one-off cars Divo and Centodieci, the latest

models equipped with the legendary W16 engine - Bolide and W16 Mistral - the unique Solitaire commissions F.K.P. Hommage and Brouillard, as well as the iconic La Voiture Noire and the highly anticipated Tourbillon prototype.

Partners also explored the world of Bugatti that lies beyond hypercars, discovering a selection of the latest Bugatti Lifestyle collaborations and products - including H0NMA golf clubs, Jacob & Co. timepieces, C Seed displays, the Bugatti Baby II, Baby T52 by Racing Nation Legends from former Bugatti Pilot Pierre-Henri Raphanel, and the Tidal x Bugatti speakers.

But the World Partner Meeting also provided an opportunity to reflect on the significant milestones achieved together. Over the past five years, Bugatti has brought ambitious concepts to life with the unveiling of the W16 Mistral, Bolide and Tourbillon, while simultaneously expanding its Molsheim home to support the marque's future at the very place where its story began; the newly constructed atelier next to its forebear symbolizing Bugatti's rebirth in the Volkswagen era, nestled amidst the unparalleled history of the iconic Château Saint-Jean and its fabled grounds - and thus perfectly situated to immerse the brand's ambassadors in the new era.

It was the perfect occasion to recognize the dedication and commitment of long-standing partners, with 10 out of 39 partners worldwide honored for more than two decades of service to the brand; from Vienna, Düsseldorf, London, Zürich, and Brussels in Europe; to Dubai and Doha in the Middle East; Beverly Hills, Greenwich in North America; and Singapore in Asia.

Looking ahead, dedicated workshops and strategic sessions enabled dealers to share their perspectives on future product developments and the imminent start of Tourbillon production. As the face of the brand for customers around the world - and an essential conduit for customer feedback - their insights are instrumental in translating long-term strategy into exceptional experiences across every customer touchpoint.

Hendrik Malinowski, Managing Director of Bugatti Automobiles, said: "Our partners are ambassadors for Bugatti around the world, and their passion, commitment and expertise are fundamental to our continued success. Bringing our global network together in Molsheim, at the very place where Ettore decided to write the first page of Bugatti's legacy in 1909 and where, almost 120 years later, the next chapter of our story is being written, demonstrates how we continue to shape our future together. By combining our shared vision with an unwavering focus on detail, we are preparing the brand for a new era."

In a uniquely exclusive moment, Mate Rimac entered La Manufacture behind the wheel of the latest Tourbillon prototype, built in Molsheim, offering partners a rare insight into the car's advanced stage of development as it progresses towards the end of an intensive testing phase. With Bugatti preparing to bring the Tourbillon to life, the Bugatti World Partner Meeting 2026 in Molsheim reaffirmed a defining principle: the future of the brand is already in motion, building on and elevating an inimitable legacy.