The Bugatti Destrier makes its public debut at Monterey Car Week

Amidst the mesmerizing atmosphere of Monterey Car Week, where the world's most exceptional automobiles gather in celebration of heritage, craftsmanship and beauty, Bugatti presented the Destrier - the third one-of-one creation of the marque's Programme Solitaire.

In the wake of its digital reveal earlier in August, the Destrier made its physical premiere in California, being unveiled in the open world for the first time, and taking its place in the echelon of exquisite vehicles to be designed under the exclusive Programme Solitaire offering.

Created for a single customer and conceived as a pure sculpture of speed, the Destrier transforms the technical foundation of Bugatti's most extreme track-focused creation, the Bolide, into an object of exceptional elegance, seamless proportion and timeless beauty.

The week began with a deeply personal moment for the car's owner, his family and the Bugatti team behind the project, as the Destrier was demonstrated to them in a private presentation at the Maison BUGATTI amidst the refined elegance of Pebble Beach. The occasion brought together the customer and family with Bugatti representatives including Mate Rimac, CEO of Bugatti Rimac; Hendrik Malinowski, Managing Director of Bugatti; Frank Heyl, Director of Design; Sascha Doering, COO of Bugatti of the Americas; and esteemed representatives of Bugatti Greenwich, reflecting the collaborative journey that saw this singular creation come to life.

As befitting such a marvelous creation of the marque and its collective of master craftspeople, an intimate Bugatti Petit Tour across the Monterey peninsula and along the Californian coastline paid tribute to all that makes the brand unique. Coursing through dramatic Pacific vistas and some of North America's most beautiful driving roads, the Destrier's custodian and other owners in the Bugatti family rejoiced in a journey from Spanish Bay towards Big Sur, before returning to the Maison BUGATTI in Pebble Beach.

All until the crescendo of the majestic gathering at Pebble Beach; the public physical premiere of the Destrier at The Quail, A Motorsports Gathering, where the remarkable creation was unveiled to international media, collectors and guests. Introduced by Mate Rimac and Frank Heyl, before its exhibition on the Concours' Concept Lawn, the presentation offered a chance for the gathered guests to explore the car's design philosophy; a vision that showcases the transformation of Bugatti's most extreme engineering package into a masterpiece of pure elegance, inspired by the pursuit of aerodynamic performance.

The Destrier thus infuses a new design language for Bugatti, celebrating the exquisite blend of breathtaking proportions and perpetual beauty; a philosophy fusing grace, dignity and style, conceived to endure through generations, and stand as an inimitable jewel in Bugatti's storied journey.

Through Programme Solitaire, Bugatti continues to honor the coachbuilding tradition that has shaped its identity for more than a century. Limited to the creation of only the most exclusive one-of-one masterpieces, the program sits beyond even the world of Bugatti Sur Mesure, giving owners the opportunity to realize automotive dreams of singular depth and significance. Following Brouillard and F.K.P. Hommage, the Destrier now opens the next chapter in that journey.

"This moment in Bugatti's story represents a deeply meaningful moment for our treasured marque, for Programme Solitaire and, above all, for the customer whose vision inspired this extraordinary creation. Destrier shows the breadth of what Programme Solitaire can achieve, standing proudly as the creation of an entirely singular Bugatti with its own spirit, and its own place in the brand's history. To see it showcased privately at the Maison BUGATTI, finally unveiled publicly at The Quail and presented on the Concept Lawn at the Concours, was to see the full emotion of coachbuilding brought to life. This is the essence of Programme Solitaire - the meeting of heritage, craftsmanship, engineering and personal vision in a form that could only be realized by Bugatti."

Hendrik Malinowski, Managing Director of Bugatti