A celebration of Bugatti past and present: the inaugural concours d'Élégance International Schlumpf

At the Musée National de l'Automobile - Collection Schlumpf in Mulhouse, Bugatti was celebrated across multiple generations during the first-ever Concours d'Élégance International Schlumpf. Taking place over the weekend of 27 and 28 June, the inaugural edition of the concours brought together exceptional automobiles, collectors, manufacturers and enthusiasts in a setting inseparable from the history of the brand.

That storied setting, amidst the verdant lawns of the museum's autodrome, carried profound resonance for Bugatti - the Collection Schlumpf standing as one of the most significant repositories of the marque's history in the world. Just as the inaugural concours bore witness to a fresh tribute to the brand's story, so it marked the birth of a new, annual celebration of automotive elegance and heritage; the concours welcoming cars across historic categories from before 1930 to 1995, alongside an open category for automobiles from 1996 to 2026.

This commemoration of automotive treasures, however, first came to life elsewhere - on the hallowed streets of Monte Carlo. Earlier this year, the official launch of the Concours d'Élégance International Schlumpf graced the Monaco Historic Grand Prix, where the Musée National de l'Automobile entrusted the Coupé Napoléon to H.S.H. Prince Albert II of Monaco for a tour of the fabled circuit.

Christophe Piochon, President of Bugatti Automobiles, accompanied the Prince aboard the Royale during that occasion - forging a personal connection between Bugatti's modern leadership, a treasured piece of the marque's history, and the new Concours.

Through the course of the Concours in Mulhouse, Bugatti's presence created an inimitable dialogue between past, present and future, that only the storied French brand could have

curated. One of the most extraordinary creations ever to bear Ettore Bugatti's name, the Bugatti Royale was honored on the occasion of its 100th anniversary. The celebrations championed three examples from the Schlumpf Collection; thus paraded before guests were the Coupé Napoléon, the Park Ward moving once again after more than four decades, and the extraordinary Esders restoration - all coming together in a symphony of beauty, singularly Bugatti in every detail.

Moving forward to Bugatti's renaissance, the legendary W16 engine - the beating heart of the marque's modern era - lay proudly next to the W16-powered Bugatti F.K.P. Hommage. The second creation from Bugatti's Programme Solitaire, the exquisite vehicle pays tribute to Prof. Dr. Ferdinand Karl Piëch and to the Veyron - the first hypercar to bear the W16 engine, and the car that redefined the limits of performance, luxury and engineering at the dawn of the 21st century.

The presence of such engineering masterpieces thus created a moment of introspection for those gathered, reflecting the enduring influence of the Veyron and continuing the evolution of craftsmanship and individuality that has defined Bugatti through the ages.

Further honoring that heritage in the crucible of competition, a Bugatti Veyron Super Sport was put forward in the Concours itself - a proud representative for the marque, combining performance with Bugatti's signature refinement, in what remains an enduring expression of the brand's philosophy. Driven by Christophe Piochon on the museum's autodrome, the Veyron Super Sport was awarded first place in Category E, created to recognize exceptional automobiles from 1996 to 2026 - yet further underscoring the momentous record of the model within modern automotive history. The weekend also saw the Bugatti Type 38, bodied by Figoni and recently restored, take first place in Category D, dedicated to vehicles built before 1930 - a further testament to the marque's enduring craftsmanship.

Across the weekend, the presence of each and every Bugatti masterwork created a sweeping narrative of Bugatti's journey, from the masterpieces of Ettore Bugatti's own mind and hand, to the uncompromising technical ambition of the modern era. Few events could offer a more fitting stage for such a dialogue; a concours dedicated to automotive elegance, hosted in Mulhouse, 100 kilometers from Bugatti's historic home.

"Taking part in the first Concours d'Élégance International Schlumpf was a natural choice for Bugatti. Mulhouse is a place of extraordinary significance for the brand, where some of the most precious expressions of Ettore Bugatti's vision are preserved and celebrated. Driving the Veyron Super Sport to first place in its category made this occasion even more meaningful. It was a reminder that Bugatti's heritage lives through the cars, through the people who care for them, and through the passion that continues to carry the brand forward."

Christophe Piochon, President of Bugatti Automobiles