La Manufacture: Bugatti inaugurates the new home of the Tourbillon era

In Molsheim, Bugatti's story has always been written through the union of place, people and purpose. Across generations, the marque's historic home in Alsace has remained the setting in which vision becomes craft, and craft becomes automotive legend. With the inauguration of La Manufacture, Bugatti now opens a new chapter on these same grounds; one shaped by the arrival of the Tourbillon era, and by the continued evolution of the exceptional savoir-faire that defines every car created in Molsheim.

Officially inaugurated on 2nd July, La Manufacture is the marque's new world-class atelier and the future home of Tourbillon production. It marks the milestone at which Bugatti's next era moves fully from vision into reality, yielding a contemporary production space nestled within the Château grounds, shaped by the elegance, craftsmanship, innovation and uncompromising pursuit of excellence that has always guided the brand.

The ceremony brought together representatives of the French state and local institutions, including the sub-prefect and deputy, alongside local media invited to witness this new milestone for the Alsace site. A filmed message from Sébastien Martin, France's Minister Delegate for Industry, underlined the wider significance of the project for French industry. Mate Rimac, CEO of Bugatti Rimac, and Christophe Piochon, President of Bugatti Automobiles, each addressed guests before officially cutting the ribbon and opening La Manufacture to mark the start of its remarkable journey.

Following the opening of a new administrative building in 2024, the inauguration of the new Bugatti atelier symbolizes the continued ambition of the Bugatti Rimac group, led by founder and CEO Mate Rimac, to strengthen Molsheim as the historic heart of the brand. Together, these developments reflect a long-term commitment to the site, its people and the exceptional savoir-faire that has shaped every modern Bugatti since the revival of the marque with the Veyron in 2005. As Bugatti prepares for the next generation of hyper

sports cars, La Manufacture has been designed to support the marque's growth and increase production capacity to up to 200 vehicles per year.

Conceived with the same sensitivity to its surroundings that has long characterized the Château Saint Jean site, the new atelier reaffirms the importance of sustainable industrial development for Bugatti. Its low, expansive form sits naturally within the landscape, with a contemporary architectural language that respects the elegance and calm of its environment. Defined by a subtle contrast between discreet dark walls and bright glass, the building brings natural light deep into the production space, creating an atmosphere designed for both precision and for the craftspeople whose hands will bring the Tourbillon to life.

Measuring 3,245m2, 135 meters in length and 25 meters in width, and standing 8.7 meters high, La Manufacture has been completed in less than a year. Its larger floorspace and intelligent layout have been created to support new levels of efficiency and capability, becoming the place where the most technically intensive phases of the assembly will take shape. Within La Manufacture, Bugatti teams will carry out exterior and interior pre-assembly phases, complete quality checks and vehicle inspections, and perform highly specialized rework processes including polishing and painting.

These are the foundational stages in bringing a Bugatti to life; processes that demand space, precision, technical focus and absolute attention to detail. By concentrating this work within La Manufacture, Bugatti is creating a more efficient and more capable production flow for the Tourbillon era, while allowing the existing Atelier to evolve with its own renewed purpose.

"Molsheim is the center of gravity for Bugatti. Every decision we make for Bugatti starts with respect for this place, its people and the extraordinary legacy that has been built here over more than a century. La Manufacture is a clear demonstration of that commitment. We wanted to empower the teams in Molsheim with a cutting-edge facility to shape the Tourbillon era, while ensuring that the soul of Bugatti remains in Alsace, at the historic home of the marque. The inauguration of La Manufacture embodies our ambition to pursue the highest standards of industrial excellence while further strengthening our connection to the region that has shaped our heritage."

Mate Rimac, CEO of Bugatti Rimac

The current Atelier, designed in the shape of the Bugatti Macaron, will remain central to the marque's production story. It will become the setting for the final exterior and interior assembly stages - the moments in which a Bugatti receives its concluding expressions of craftsmanship and character. It will also offer an even more immersive customer

experience, enabling guests to come closer to the creation of their own car and, in select moments, participate in the final touches that make every Bugatti deeply personal.

As the Tourbillon ushers in a new era of performance, La Manufacture ensures that Molsheim continues to set the benchmark for the creation of the world's most extraordinary automobiles. It is a place designed for the demands of the future, yet rooted in the same values that have shaped every Bugatti to leave Alsace since 1909; precision, artistry, innovation and an understanding that true luxury is defined by the human hand.

"Since the Veyron marked the rebirth of Bugatti in 2005, more than 1,100 vehicles have been delivered to customers worldwide. This new milestone, the inauguration of La Manufacture, marks a key moment in the rollout of Bugatti's expansion strategy and illustrates our commitment to industrial excellence and to rooting our brand firmly in the region. The investment in Molsheim demonstrates Bugatti Rimac's strong commitment to France, and specifically to the Alsace region. La Manufacture is an important development for Bugatti, and a project that contributes to the economic vitality and international renown of Alsace."

Christophe Piochon, President of Bugatti Automobiles

La Manufacture will now be equipped with tailor-made tooling systems and materials to be ready for the planning of the Tourbillon's start of production.