Photos: Bugatti Veyron 16.4 Grand Sport unveiled

Following the introduction of the Bugatti Veyron 16.4 Grand Sport on the eve of this year's Pebble Beach Concours d'Elegance, chassis No. one (to be built in Spring 2009) sold for $ 3.19 million at the Pebble Beach Auction presented by Gooding & Company.

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The intense back and forth of the bidders for the highly sought after Grand Sport ended with a hammer price of $2.9 million (before buyer's premium) bringing in $900,000 over the retail price of the car, all of which Bugatti will donate to the Pebble Beach Company Foundation charity.

The excitement and enthusiasm for Bugatti was widespread throughout this year's Pebble Beach Auction following a US auction record set for the sale of a single car. The 1937 Bugatti Type 57SC Atalante Coupe from The Williamson Bugatti Collection, grabbed an astounding $7.92 million, proving that Bugatti remains at the top of the most coveted and valued cars in the world. The Williamson Collection of 12 Bugattis sold for a total of $15.5 million. Other Bugatti top sellers included the 1932 Bugatti Type 55 Roadster, which nabbed $1.76 million and the 1927 Bugatti Type 35B Grand Prix that sold for $1.45 million.

The open-top Bugatti Veyron 16.4 Grand Sport, assembled by hand at the company's headquarters in Molsheim, France will be available from March 2009 at the price of 1.4 million € (excluding tax, duties, transportation and PDI). Just 150 examples will be made with the first 40 of these going exclusively to registered Bugatti customers.