"Sang Bleu" to honour the 100th anniversary of the marque

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Innovation and harmony

The "Sang Bleu" represents a step into uncharted territory. Instead of using two paint colours or a combination of paint and bare material to achieve the two-tone design, the "Sang Bleu" uses materials alone - in this case, carbon fibre and aluminium. This innovative combination has never been used before. It is a unique approach that represents a new interpretation of the company's core values of "Art - Forme - Technique".

The material combination for this unique car is carbon fibre with polished aluminium. The carbon fibre is coloured royal blue to emphasise the lines and surfaces of the Bugatti Veyron Grand Sport. The rear airscoops are coloured the same royal blue. As such they look particularly dramatic from above, and integrate fluidly into the overall design of this unique model.

The rims are inspired by the Grand Sport Roadster and are highlighted in a royal blue/diamond cut twotone finish. The interior is trimmed in new Gaucho leather which blends with the intriguing yet understated exterior materials to create an elegant and harmonious overall appearance.

A marque of distinction

Ettore Bugatti started his business in the Alsatian town of Molsheim in 1909. The name of the company was "Ettore Bugatti Automobiles i. Els". The company ceased trading in 1956. Exactly 50 years later, in March 2006, the first Bugatti Veyron built by Bugatti Automobiles S.A.S. was delivered, after the Volkswagen Group had acquired the rights to the Bugatti name in 1998 and relaunched this famous marque. To date, over 250 of the planned 300 Bugatti Veyrons have been sold,and 215 of them have been delivered to customers around the world. In June 2009 Bugatti started production of the Bugatti Veyron Grand Sport open-top roadster. Their production is limited to 150 units of which the first chassis numbers are reserved for existing Veyron owners. Sales are highly encouraging, with over 20 Grand Sports already ordered, and the first cars already having been delivered.

The Bugatti "Sang Bleu" had previously only been exhibited at the Concours d'Elégance in Pebble Beach, California earlier this year, where it was immediately snapped up for 1.9 million euros (excluding taxes). It is the latest in a series of centenary Bugatti models which have won worldwide acclaim in 2009. Like the others, this unique car symbolises the modern Bugatti's commitment to building a successful future based on the values and philosophy of Ettore Bugatti, the founder of this unique marque.