

AUTOMOTIVE

Bugatti pushes its Chiron into the water

March 16, 2017



Bugatti's Niniette yacht

By BRIELLE JAEKEL

French automaker Bugatti is demonstrating the pull automakers have in the yachting industry with a limited-edition vessel to start off its partnership with yacht manufacturer Palmer Johnson.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bugatti is revisiting the water with the Bugatti Niniette 66, a new yacht built in partnership with Palmer Johnson. The boat will be the first in a series of new yachts from the two, and will help Bugatti stay in competition with other automakers that are doing the same.

"The Niniette is a genuine member of the Bugatti family," said Etienne Salom, design director at **Bugatti**. "With its accentuated center line and the duotone color split of the exterior, it encompasses key elements of Bugatti's heritage."

Luxury on the water

Luxury automakers have been taking a bigger stance in the yacht sector, as the lavish boats become more popular. These affluent consumers already likely know the names of these manufacturers and trust them to build an opulent experience on the water as well as land.



Bugatti Chiron and the Niniette

Bugatti is latest to join this trend with its latest yacht that, while the boat may be a limited-edition, will only be the beginning of its yacht manufacturing.

Japanese automaker Lexus also recently dove into the boating sector with a new sporting yacht concept, alluding to a future in new lifestyle markets.

Manufacturers have been branching out into new areas that cater to overlapping audiences, and that is what Lexus and Bugatti are referring to with the yachts. Lexus's metaphorical jump into boating started with a sport yacht design with high-performance twin engines, but not intended to be put into production ([see more](#)).

The Bugatti Chiron is the basis for the Niniette.

Named after a nickname for his youngest daughter, Ettore Bugatti first built a boat for Prince Carlo Maurizio Ruspoli in 1930. While the first boat made by Bugatti was a speedboat, the yacht design is paying homage to its roots with the same name.

Bugatti Niniette will have the iconic sweeping curves the automaker is known for, as well as the accentuated centerline.



Bugatti Niniette 66

Carbon Fiber lines the generous open deck featuring leather and blue morta oak wood. Amenities onboard, located in the middle of the lower deck, include a Jacuzzi, sun pad, fire pit and a Champagne bar that are flanked by two social areas.

Interior design

The interior of the Niniette is made to be as spacious as possible, unlike some other yacht designs that can be cramped indoors. Furniture and dcor are made out of polished metal, carbon, leather and marble.

A horseshoe complements a spacious seating area with a macaron-shaped window to bring in as much natural light as possible. A master suite is fitted with a double bed nearby.

Bugatti's yacht will reach speeds up to 44 knots with a shallow draft of .83 meters.

Captains will have a top of the line system for navigation, controls and entertainment onboard.

While automakers and other manufacturers are getting into the yachting space, superyachts are becoming increasingly popular as well.

Superyachts have seen a value of 8.7 billion euro, or \$9.7 billion at current exchange, in 2016, amounting to 295 yachts and Italy being labeled as the largest manufacturer worldwide, according to Fondazione Altagamma.

New boats are beating out superyachts in terms of global value, at 19 billion euro, or \$21 billion at current exchange, through 2015, which is a 12 percent increase from 2014. Pre-own maritime vehicles are valued at \$16 billion, says the study developed in part with Delloitte ([see more](#)).

"The challenge was to create an experience and a persona as much as a yacht, from streamlined luxury, sophisticated style and unprecedented quality," said Timur Mohamed, CEO of Palmer Johnson. "For owners of tomorrow, Niniette will lift your expectations of life even higher."

"This construction also allows for a wider build compared to other yachts in this class, thus offering the experience

of a much larger yacht," he said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.