

AUTOMOTIVE

Bugatti honors sporting heritage in dynamic limited model

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The new Bugatti Divo will be revealed next month. Image credit: Bugatti

By SARAH RAMIREZ

French automaker Bugatti is launching an ultra-exclusive model that harkens back to its racing history.

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The Bugatti Divo captures the automaker's heritage in more ways than one, as it was inspired by a famed racing driver. Along with focusing on its racing roots, Bugatti is getting in touch with its coach-building heritage through this new model.

"The Bugatti brand has a deep and well-respected racing history," said A. Taylor Rains, managing partner **Flugel Consulting**, Charleston, SC. "The design of the vehicle itself as a vehicle built for racing makes it a truly on-brand initiative by the company."

Mr. Rains is not affiliated with Bugatti, but agreed to comment as an industry expert. **Bugatti** was reached for comment.

Racing history

Not much has been revealed about the Divo, but it will debut at next month's The Quail A Motorsports Gathering during Monterey Car Week in California.

During its first decades, Bugatti found success with automotive bodies designed in-house. With the Divo, the automaker will rekindle its tradition of building coaches.

The new model is named after Albert Divo, a French driver who won Sicily's long-distance Targa Florio race in 1928 and 1929 behind the wheel of a Bugatti Type 35. Similarly, Bugatti's Chiron, which began production in 2016, was named after driver Louis Chiron.

"[Divo] harkens back to the heyday of European racing and the elegance of the time," Mr. Rains said. "And when you think back to that time and place, it's impossible not to think of Bugatti."



The namesake of Bugatti's new super car, Albert Divo drove the Bugatti Type 35 at Targa Florio. Image credit: Bugatti

Reflecting the mountainous course that Mr. Divo conquered during his heyday, the new model is made for corners, with a light, nimble body.

Bugatti has released two video teasers in the buildup to the Divo's unveiling.

Bugatti Divo, named after Albert Divo, the French racing driver who won the famous Targa Florio for Bugatti twice in the late 1920s. Imagery sourced from [@BugattiTrust](#). [#BUGATTIDivo](#) [#Divo](#) [#BuiltforCorners](#) pic.twitter.com/Vr6SdRPvvp

Bugatti (@Bugatti) July 14, 2018

Bugatti shared a teaser for the Divo on Twitter

In the first teaser, an engineer sketches a map showing the course of the Targa Florio race. Also pictured on the engineer's desk is a model of a Bugatti Type 35, which Mr. Divo raced.

The second video features archival photographs of Mr. Divo and the Targa Florio race.

Neither teaser has a voiceover, instead opting for a revving engine as the only audio.

Only 40 Divo supercars will be produced, making it an ultra-exclusive model. The net price is 5 million euros, or about \$5.8 million at current exchange.

Bugatti heritage

With Divo, the French automaker continues to push the envelope for innovation and exclusivity.

Bugatti recently introduced a new yacht through a partnership with Palmer Johnson, the Bugatti Niniette 66. 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 Bugatti Chiron is the basis for the Niniette. 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 has the iconic sweeping curves the automaker is known for, as well as the accentuated centerline ([see story](#)).

The automaker has also repeatedly turned to its history as inspiration for more modern creations and marketing campaigns.

"Les Legendes de Bugatti" delved into the marque's origin stories over a year in the course of an 18-car, six-part series. Essentially existing at the most exclusive end of the luxury automotive spectrum, the Legends series demonstrated that Bugatti has different priorities than the automakers bent on breaking sales volume records ([see story](#)).

"Bugatti is built on heritage, craftsmanship and exclusivity," Flugel Consulting's Mr. Rains said. "They are able to build a huge amount of demand for and attention on their product, and the limited runs only serve to strengthen their commitment to heritage and craftsmanship."

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