

AUTOMOTIVE

Bugatti Baby II shines on display at Harrods

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The Bugatti Baby II on display at Harrods. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker **Bugatti** is announcing its display of the Bugatti Baby II at British department store Harrods.

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The hand-built Bugatti Baby II is a tribute to Ettore Bugatti's original creation, the Bugatti Baby, built in 1926. Shoppers will now be able to enjoy an up-close look at the Bugatti Baby II, designed to celebrate Bugatti's 110th anniversary and foster the next generation of Bugatti fans.

"We are incredibly honored to be partnering with one of the world's most famous luxury brands and are delighted to be able to present the Bugatti Baby II to all its visitors," said Ben Hedley, CEO of The Little Car Company, in a statement.

"This is an unbelievable milestone for The Little Car Company and testament to the handcraftsmanship and attention to detail that goes into producing these incredible junior cars."

For the next generation of Bugatti fans

The Bugatti Baby II is available in three versions: Base, Vitesse and Pur Sang.

The vehicle on display at Harrods is the Vitesse version, showcased on the fifth floor of the building. It is presented in a green exterior with a leather interior, highlighting one of more than 160 color combinations available for shoppers.



Shoppers will now be able to enjoy an up-close look at the Bugatti Baby II. Image credit: Bugatti

Only 500 of the bespoke Bugatti Baby models will be released, and Harrods shoppers who purchase a vehicle will have exclusive access to the factory where the vehicles were built.

Each Bugatti Baby II takes more than 200 hours of skilled craftsmanship to create.

Last July, Bugatti began production on its scaled-down Type 35, after announcing the limited edition at the 2019 Geneva International Motor Show.

The Bugatti Baby II is based on a half-size Type 35 that Ettore Bugatti made for his 4-year-old son Roland in 1926. In honor of the automaker's 110th anniversary, Bugatti's contemporary car has been updated to fit both adults and children, allowing Bugatti to reach enthusiasts of all ages ([see story](#)).

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