

AUTOMOTIVE

## Bugatti reincarnates dazzling 1990s model in latest reveal

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An image from the "Bugatti Centodieci: Inspired by The Legendary EB110 Supersport" campaign film. Image credit: Bugatti

By AMIAH TAYLOR

French automaker Bugatti is melding past and present with its latest automobile model, the Centodieci.

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The Centodieci Italian for the number 110 draws direct inspiration from the EB110 Supersport model, popular in the 1990s. Now, the model is reimaged to match the aesthetic taste of modern 21st-century affluent consumers.

"In a nod to a broader cultural trend that is surfacing among the next generation of luxury consumers, Bugatti's Centodieci's reincarnation of the legendary EB110 Supersport converges and leverages the broader cultural momentum and fascination around the 90s culture phenomenon," said David Friedman, cofounder of [WealthQuotient](#), New York.

"This harmonic fusion between the past and present adroitly lays the foundation to attract and educate new potentially younger luxury consumers, who are navigating their own journey through vintage culture which is informing and shaping their tastes for luxury."

Descendant of an icon

The French automaker's mantra, "If comparable, it is no longer Bugatti," has been interpreted in a very novel way with the release of the Centodieci.

In this case, the inimitable automobile purveyor is inviting comparison, but only to iterations of its former self.

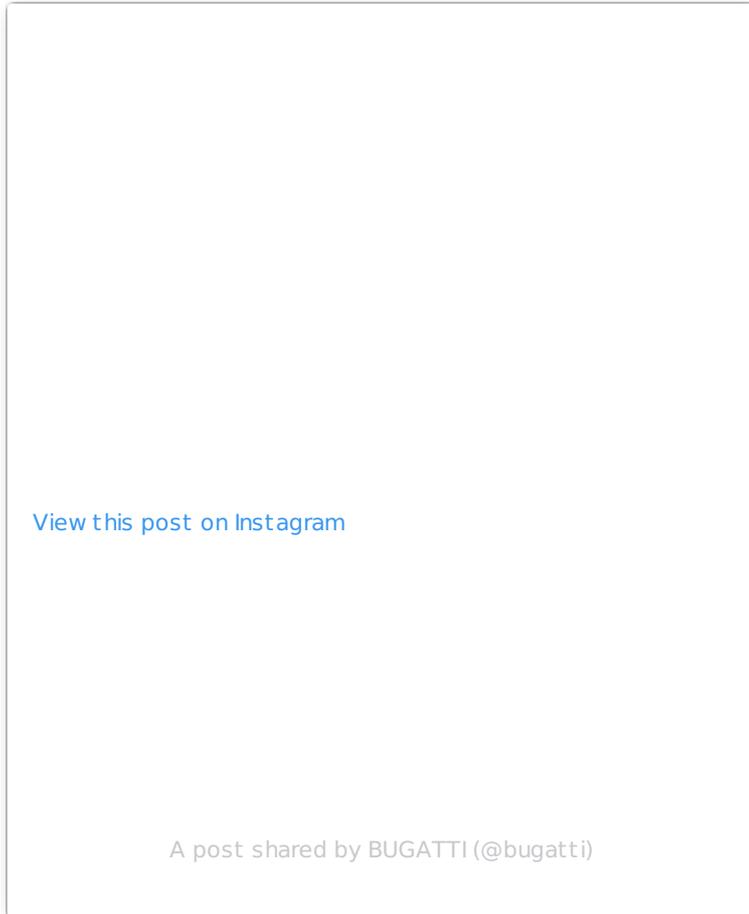
The iconic EB110, which debuted in 1991, was considered the speediest supercar of its time. Built by Romano Artioli in Italy, it exists as a well-known historical model and served as an important intermediate step for the refoundation of Bugatti in 1998.

*The "Bugatti Centodieci: Inspired by The Legendary EB110 Supersport" campaign film*

Completely in a league of its own, the Centodieci is being billed by Bugatti as the ideal meeting point between sculptural beauty and power.

Inspired by its 1990s predecessor, the French hypercar features a contemporary interpretation of the classic wedge

shape and W16 engine.



### *Affluent consumers can ride in style with Bugatti's new Centodieci*

The ten limited-edition vehicles are aesthetically appealing, stylishly bringing the EB110 into a new era.

While the lavish sports car is a marvel to behold, unsurprisingly, it spares no resources. In regard to energy consumption, the Centodieci belongs to the efficiency class "G," a lower ranking category for fuel efficiency.

Looking forward

Environmentalists often give a thumbs down to top-tier luxury cars because of their impact on the climate, which includes drawbacks such as air pollution and poor fuel efficiency.

Luxury automakers are announcing public commitments to reduce their respective carbon footprints and to become more environmentally conscious.

German automaker Audi has announced that beginning in 2026, it will only release purely electric vehicles ([see story](#)). Bentley has touted its sustainability credentials on social media ([see story](#)), having also communicated its plan to achieve carbon neutrality.

"By drawing inspiration from its own 90s legendary super sports car, the new Centodieci is accomplishing multiple objectives through weaving together separate historic and current narrative strands out which emerges a fusion that captures what Bugatti's existing passionate fans love most about the modern evolution of the brand with historic brand elements of the 80s EB110," Mr. Friedman said.

"If the original EB110 represented the incarnation of speed and beauty, the Centodieci is its reincarnation."