

AUTOMOTIVE

## Bugatti shares milestones made at Molsheim production plant in 2022

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*Atelier at Molsheim experienced its highest-yielding year, churning out more vehicles than ever before in its 17 years. Image credit: Bugatti*

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti's Molsheim Atelier is wrapping up its busiest year to date since opening in 2005.

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At the time, the brand marked its entry into a new era, breaking ground on a new production plant in Molsheim, France. Today, the workshop is credited with its greatest achievement yet, as the 80 vehicles Bugatti handcrafted at the facility in 2022 marked the most deliveries made in its 17-year-long history.

"Like all first-class international luxury brands competing at the very top level of design and performance excellence, Bugatti encountered various challenges in 2022," said Christophe Piochon, president of **Bugatti Automobiles**, in a statement.

"But with a team that's unmatched in terms of talent, passion and dedication, Bugatti has once again met such challenges head-on, creating and realizing exciting opportunities."

Good sport

The 400th Chiron model was among the 80 vehicles hand-built by those at Atelier at Molsheim and delivered this past year.

As of now, there are a mere 100 more models remaining to finish the Chiron run. There are also 9 more Chiron Super Sport 300+ cars, 10 Centodieci models, and a single Chiron and Chiron Sports car, respectively, remaining.

# BUGATTI



*Bugatti unveiled new showrooms this year, expanding its dealership network. Image credit: Bugatti*

Due to limited supply, demand has heightened for hyper sports vehicles and variants made at the Atelier location in 2022, more in 2022 than any of its other years in existence.

For instance, the exclusive release of the W16 Mistral back in August sold out of its 99 models before officially hitting the market.

The latter model was unveiled at The Quail motorsports event during Monterey Car Week, as Bugatti showcased the last-of-its-kind road vehicle to use the brand's W16 engine.

All 10 Centodieci models, designed in homage to the EB110 sports vehicle from the 1990s, were delivered last year as well.

In an effort to improve company-wide numbers, Bugatti also embraced the customization trend this past year, putting creative control in the hands of consumers. The company released its "Sur Mesure" tailoring tool, which resulted in bespoke innovations such as "Vagues de Lumire" paintwork a tribute to the way Chiron Super Sports' curvature plays with light.



*As the demand for customization options surges, Bugatti is stepping up. Image credit: Bugatti*

Also responding to growing trends, Bugatti embraced the circular model with the creation of its "Certified Pre-Owned" initiative. The program allows owners of Bugatti vehicles to sell their used models with a certification from the brand.

In order to qualify for the certification, the vehicle had to pass a 110-point test, in an effort to ensure that customers are purchasing quality second-hand vehicles.

The program also incentivizes owners to participate in Bugatti's "Passeport Tranquilit" maintenance and vehicle servicing option, also unveiled last year.

Though the program is exclusively for Veron and Chiron models, the creation of the initiative empowers owners to take charge of their vehicles, and protect their investments. The program also adds a collective value to the look of secondhand vehicles, framing them as well-kept, rather than worn down.

"Bugatti will continue to showcase the most advanced technologies; as the world evolves Bugatti will strive to remain at the pinnacle of true automobile performance, design, technology and the finest craftsmanship," said Mate Rimac, CEO of Bugatti Rimac, in a statement.

"Ettore Bugatti once said, If comparable, it is no longer Bugatti'," Mr. Rimac said. "This vision is as true today as it

ever has been and we look forward to revealing more in the second half of 2023."

Looking forward, Bugatti plans to auction its new Bugatti Chiron Profile9 Chiron model in Paris, on Feb. 1, 2023. The company also plans to continue celebrating its 110-year anniversary with its "24 Hours of Le Mans" race and new model variations ([see story](#)).

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