

AUTOMOTIVE

## Bugatti invites owners to Kennedy Space Center for aerodynamic activation

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*Eighteen Bugatti owners took part in the exclusive opportunity, reaching miles-per-hour speeds in the hundreds. Image credit: Bugatti*

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti recently hit the tarmac at a historic space shuttle landing facility in Florida.

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The brand is reflecting upon a four-day-long activation hosted last month, in which Straight Line Aerodynamic Testing down the 3-mile launch pad at NASA's Kennedy Space Center was conducted, with a twist. The automaker invited 18 Bugatti owners from around the world to watch and participate, giving the group an exclusive shot at operating its sports vehicles at speeds typically reserved for professionals.

"Just a few years ago achieving 400 km/h required months of careful preparation, the very best motorsport drivers and the most favorable conditions," said Christophe Piochon, president of [Bugatti Automobiles](#), in a statement.

"For a very long time no production car could get anywhere near that speed, even for a moment," Mr. Piochon said. "But today, in the world of our meticulously engineered and designed Bugatti hyper sports cars, we opened up this performance to our customers in absolute safety and allow them something that very few people will ever have, and most of them even had a chance to experience this with their own car.

"This kind of moment is part of the incomparable magic of Bugatti."

### Breaking barriers

Bugatti's guests met at the Kennedy Space Center's Launch and Landing Facility for a first-hand look at the automaker's reputable speed capabilities in April 2023.

The ability to surpass 400 kilometers an hour, which equates to roughly 250 miles per hour, was first explored via the Bugatti Veyron 16.4 model. Engineers were able to achieve this feat.

Now, rates this high lie at the core of the brand's identity as a luxury manufacturer. To platform these advancements, 18 participants were given the opportunity to partake, receiving certificates, as well as personalized racing suits and helmets, and were additionally able to drive the Bugatti Chiron Super Sport1 at top speeds.

*The Bugatti 400 Drive introduced owners to new levels of speed*

The automaker shares that each driver took part in a detailed educational session with Bugatti Pilote Officiel members to prepare for the experience on both a mental and physical basis at the hundreds of miles per hour level, the body is subject to 1g in longitudinal force at full-throttle acceleration.

Each Bugatti owner hit speeds of up to 412 kilometers an hour, or 256 miles per hour, more than a third the speed of sound. At this pace, the drivers covered more than 1.25 football fields in distance every second.

To ensure maximum safety, a Top Speed Key was used – the tool ensured the vehicle would only function if the automatic systems detected safe conditions, moving the car into a low-drag position for aerodynamics and stability.

Among the drivers chosen was Evan Cygler, a brand manager at Bugatti Greenwich, who was picked to participate thanks to his high performance in the Bugatti Sales Excellence Program last year.

"To travel at 400 km/h and above you need absolute confidence in the car," said Mr. Cygler, in a statement.

"It's an intense and exhilarating experience that depends on you and the car being in peak condition and fortunate enough to have the perfect environmental conditions; not too windy, nor too hot, not too wet," he said. "With the expert guidance of the Bugatti team, I could break through 400 km/h.

"It's an experience I'll never forget and that only reinforces my passion for the incredible Bugatti brand."

Owners and fans alike can now embed themselves in Bugatti's codes at the residential level, by way of a first-time offering from the brand ([see story](#)).