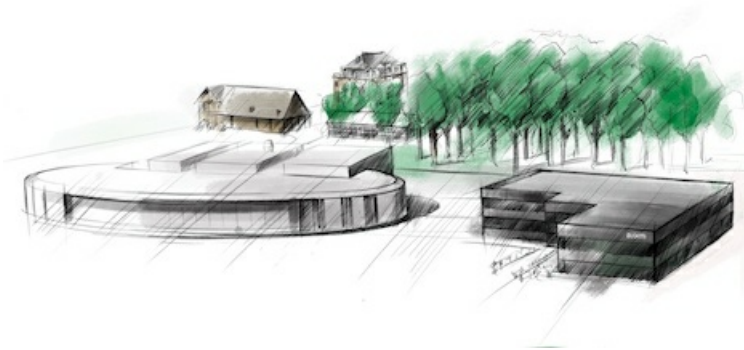


AUTOMOTIVE

## Bugatti set to expand Molsheim headquarters, workforce

June 28, 2023



Settled in Molsheim, France, the luxury car manufacturer's headquarters will see substantial upgrades and additions starting in 2024. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is preparing for a massive expansion in its operations by looking homeward.

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Settled in Molsheim, France, the luxury car manufacturer's headquarters will see substantial upgrades and additions starting in 2024, with renovations set to wrap in 2027. Capitalizing on the company's record-breaking efforts of last year, Bugatti's campus will soon see growth in key areas, from creative production to an increase in overall employee numbers.

"The addition of this new facility at our home in Molsheim will be timed perfectly with the expansion of the brand and product range, showcasing the strength of Bugatti as we head into an exciting future," said Christophe Piochon, president of **Bugatti** Automobiles, in a statement.

### Breaking ground

After outproducing and outselling any previous year on record in 2022, Bugatti is committing to developments that will become the backbone of the company's long-term upgrade plan, transforming its base.

As part of an ongoing investment in the development of new car models, a conceptual facility will begin construction in the second half of 2024 next door to its Atelier design workshop. The two-story, 23,000-square-foot building will push new levels of collaboration within the corporation, says the brand.

BUGATTI is laying the foundation stone for the first major expansion at its headquarters in two decades setting up an office building for the growing project management teams ensuring a smooth transition into the company's new era.

When BUGATTI and Rimac formed the joint [pic.twitter.com/zolB309kN1](https://pic.twitter.com/zolB309kN1)

Bugatti (@Bugatti) **June 28, 2023**

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An entirely new space necessitates an increased workforce, which Bugatti fully intends to execute, publicizing plans to grow its employee count by more than 50 percent over the next three years.

Associates will push Bugatti into its next era with new models, though the company will continue to support the production of both the "W16 Mistral" and "Bolide" going forward. A case study for the impending evolution through a new apprenticeship program, which saw all slots filled to great success internally, the brand said.

Aiming to amplify the brand further, the corporation's constructive endeavors reach new markets as it enters the branded residence space in Dubai ([see story](#)).

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