

AUTOMOTIVE

Bugatti handcrafts Chiron model to celebrate heritage, creativity

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Part of the "Sur Mesure" program, the vehicle has been in development for two years. Image credit: Bugatti

By ZACH JAMES

French automaker Bugatti is upping its vehicle personalization game.

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The "Golden Era" Chiron Super Sport model captures the company's over a century of operation through intricate design and historic references. Accompanied by a making-of campaign, only one of these exclusive vehicles will be created, done so through the manufacturer's "Sur Mesure" customization program.

"Custom campaigns like this serve three main purposes for ultra-niche brands like Bugatti," said David Undercoffler, editor in chief of [Autolist.com](#), San Francisco.

"One, they give the automaker a chance to offer a client a completely bespoke, one-off model; clientele like Bugatti's revel in having something no one else has, no matter the cost, so it can be tricky to keep customers satisfied," Mr. Undercoffler said. "Two, they bring in outsized profits for Bugatti since this is based on an existing car - [with] no fewer costs to develop it - and the buyer likely has extremely deep pockets.

"Finally, a project like this is a great marketing opportunity for Bugatti, not just to grab some headlines, but to show off to other clients - or potential clients - what Bugatti is willing to do for its customers."

Mr. Undercoffler is not affiliated with Bugatti, but agreed to comment as an industry expert.

Looking back, driving forward

The automaker's hand-crafted motif showcases major events and releases across its more than 114 years of existence, from its first race vehicles to its current multitude of modern supercars.

Taking 24 months to complete, the project is a serious undertaking from Bugatti's customization initiative. An achievement not only in automotive design but in artistry as well, the interior and exterior of the car contain a total of 45 sketches, each drafted by the company's artists.

A minute-and-a-half-long short film takes viewers through the creation of the piece

The drawings are the result of 400 hours of work by themselves, each underlining the brand's heritage.

The lines are a metallic variant of Nocturne Black, which is then combined and contrasted with Dor, a unique golden hue, forming a visually striking gradient.

A bespoke offering, the final product, the "Golden Era," is also outfitted with a proprietary W16 powertrain.

With the CHIRON Super Sport Golden Era', BUGATTI has achieved a pinnacle of hand-crafted performance. A beautifully personal homage to our incomparable history in aesthetic form bringing to life a story weaving through time, legend and distinction.

Discover more: pic.twitter.com/iSbtgZ0NvY

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Launched in late 2021, Sur Measure is an analog to a similar program at British automaker Rolls-Royce, which unveiled its latest project this summer, a custom Ghost Extended model ([see story](#)).

As of now, Bugatti only allows for the tailoring of the Chiron, and while the purchaser of the latest, specially-made vehicle is not disclosed, they will be the only person to own a "Golden Era" Chiron Super Sport in the world.

The owner will also have the keys to the most recent entry in a string of artistic activations by automotive brands, from German automaker BMW's longstanding "Art Car" series ([see story](#)) to British automaker McLaren's collaboration with German artist Cevin Parker ([see story](#)).

"This release could certainly be tapping into the buyer's and the public's general enthusiasm for such a project when maybe it wouldn't have been as compelling a few years ago," said Mr. Undercoffler.

"As for the trend overall, some people will certainly appreciate combining talented artistry with an ultra-rare machine like the Chiron for a one-off creation like this, but others might scoff that it's a gimmick that distracts from the true purpose of a car like this, which is to be one of the highest-performing cars on the road."

Driven by heritage

While heritage is often celebrated in luxury's automotive pushes, the industry is seeing a great amount of overlap among various brands in this regard as of late.

Numerous players in the space seem to have reached operational milestones this year, many of which are marking their achievements with playful collaborations.

The CHIRON Super Sport Golden Era' is a "BUGATTI Sur Measure" masterpiece of craftsmanship, featuring BUGATTI's icons from its more than 114 years of history.

To create a fully immersive celebration, the story-telling continues in the interior with an elaborate Golden Era' pic.twitter.com/75X9O3cbbc

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The German automaker Porsche worked with Microsoft-owned video gaming company Xbox on a series of six limited-edition consoles and corresponding controllers, each inspired by racing liveries and paint jobs of the manufacturer's 75-year history ([see story](#)), complete with a sweepstakes element.

The recently rebranded JLR, formerly known as Jaguar Land Rover, also forged a creative partnership to spotlight its 75th anniversary, turning to iconic Danish toymaker LEGO for a miniature buildable playset featuring its Land Rover Defender 90 model ([see story](#)).

It seems that these historic companies are looking ahead in the celebrations of their past, appealing to children, their future consumers, and those who appreciate the evolution of their legacies.