

COMMERCE

## Bugatti launches Veyron model program at Techno Classica to improve value

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By JOE MCCARTHY

French automaker Bugatti is launching a Bugatti-certified program March 26-30 at Techno Classica to ensure the quality of Veyron models on the market.

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For the time being, only the Veyron 16.4 and Veyron 16.4 Super Sport will receive spruce-ups and updates to extend longevity and raise market value. The new certified program augments the bundle of services that the brand offers to its network of customers.

"These cars are expensive to repair, sometimes expensive to maintain," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

"Having a certification program that includes maintenance will definitely improve the value and cause less problems with outside repair shops who don't know the cars as well as the manufacturer," she said.

Ms. Fix is not affiliated with Bugatti, but agreed to comment as an industry expert.

**Bugatti** was unable to comment by press deadline.

**The Techno Classica** is a classic car show featuring international automakers held in

Essen, Germany.

## Checkup

Bugatti will be attending the Techno Classica for the fifth time. This year's presentation revolves around a design study of the Bugatti EB 18/4 Veyron. Two Bugatti Veyron production vehicles will be on display as well.

In addition to comprehensive servicing that addresses flaws, Bugatti owners will receive technical updates. Overall, the program will extend the guarantee of vehicles, which will earn a "Bugatti Certified" seal and translate to higher value.



*Rembrant Bugatti model from Legendes de Bugatti series*

Only 450 Veyrons have been produced by the brand since the line's inception in 1999. The brand will concentrate on servicing Veyron 16.4 and Veyron 16.4 Super Sport beginning at Techno Classica.

Other offers available to owners include the Molsheim Experience and Feeling the Road. The first offer brings owners throughout the automaker's factory, while the second aims to acclimate drivers to their cars with the help of professionals.



The #Bugatti #Legend "Jean Bugatti" will have its world premier at the Frankfurt #IAA. Find the full story here: <http://bit.ly/1c2fbyQ>



*Jean Bugatti model from Legendes de Bugatti series*

Bugatti Flying Doctors can also be procured around the globe for owners that need immediate servicing.

## Hard to reach

Bugatti continually demonstrates its elite nature through virtually unattainable offers.

For instance, the brand is in the process of unveiling its six-part legends series that will yield a total of 18 cars, at a price of around \$3 million each.

The Bugatti legend Jean-Pierre Wimille began the celebration in August. Mr. Wimille's story is intertwined with the 24 Heures de Mans race where he won in 1937 and 1939. The Bugatti 57G Tank driven by Mr. Wimille during his 1937 victory was the inspiration behind the commemorative vehicle's design and its blue shades. ([see story](#)).

Bugatti unveiled its second "Bugatti Legend" at the Frankfurt International Motor Show to honor the founder's eldest son who played a pivotal role in the brand's early development.

Jean Bugatti is known for his pioneering engine, chassis designs and concepts for vehicle bodies. The Type 57SC Atlantic is one of his most celebrated designs and acts as the inspiration for the commemorative model. The Legend vehicle unveiled at the Frankfurt Motor show recalls an Atlantic "La Voiture Noire" model that was driven by Jean Bugatti himself ([see story](#)).

The brand unveiled its third model Nov. 5-9 in its "Les Legendes de Bugatti" series that honors former Bugatti race factory head Bartolomeo Costantini at the Dubai International Motor Show ([see story](#)).

Bugatti's fourth model honors the founder's brother, Rembrandy Bugatti, and emerged at the Geneva Motor Show March 6-16 that honors the founder's brother. Mr. Bugatti's sculpting earned him praise in the 20th century and led him to design Bugatti's dancing elephant logo ([see story](#)).

Models of a high caliber demand comparable follow-up systems such as Bugatti's certified program.

"I believe this is essential and raises the values of high-end cars," Ms. Fix said.

Final Take

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