



## Bugatti Veyron Brochure

*Pur Sang*

EB 16.4 VEYRON



*Bur Sang*

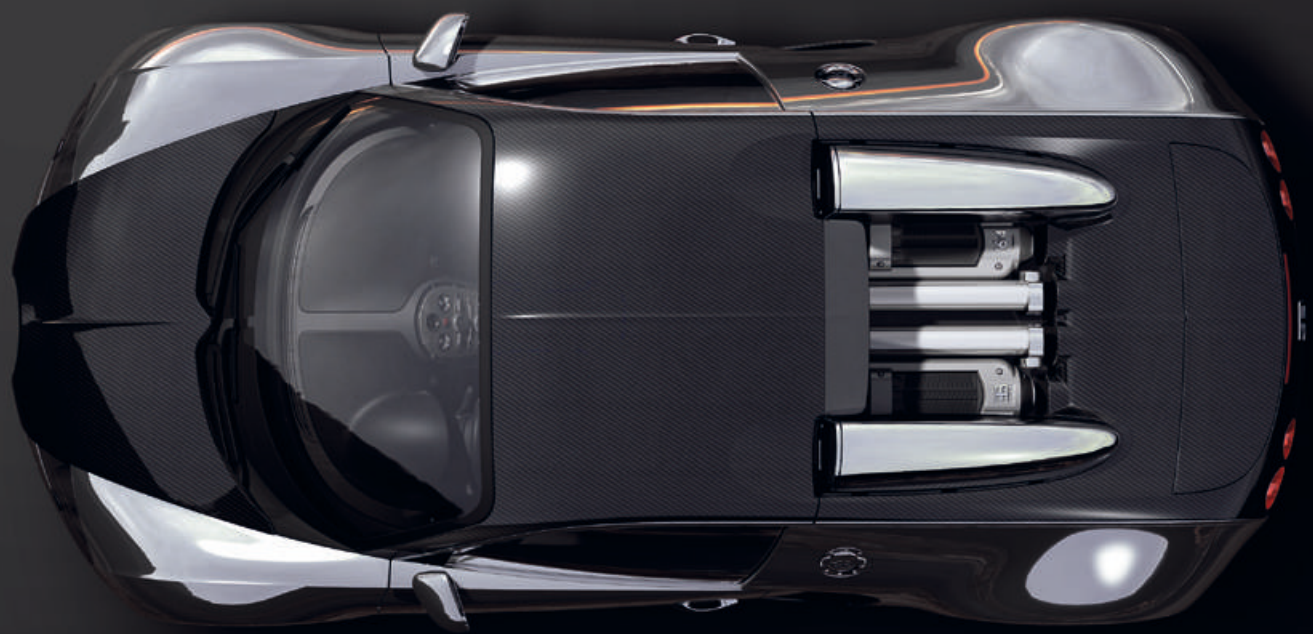
EB 16.4 VEYRON





The essence of  
**perfection**





In developing the EB 16.4 Veyron, Bugatti has brought a famous sports-car tradition forward to become an unprecedented driving experience. The quest for technical precision combined with aesthetic perfection has led to a super car that was once thought unreachable:

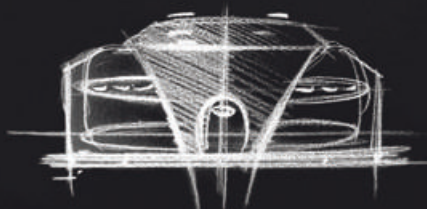
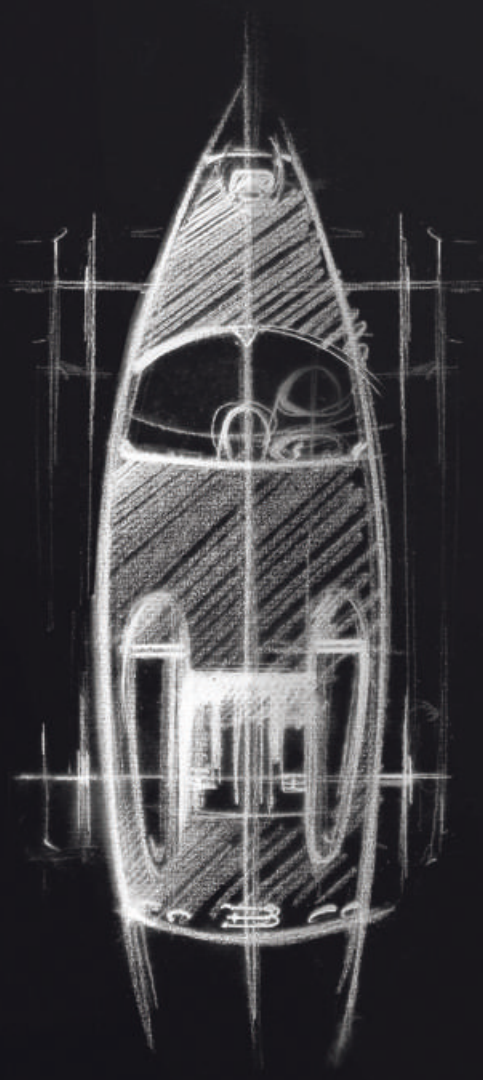
1001 hp, over 400 km/h top speed with a breathtaking design and a trend-setting use of materials.

Within the tradition of Ettore Bugatti, the search for the extraordinary never ends. The technical beauty of

the car's structure gave the designers the idea of finishing it in its pure material configuration. The result is the EB 16.4 Veyron Pur Sang.

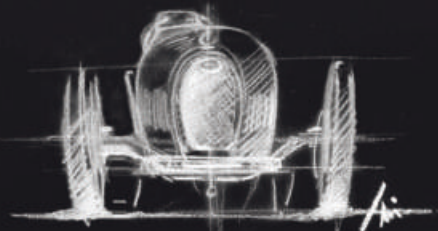


EB

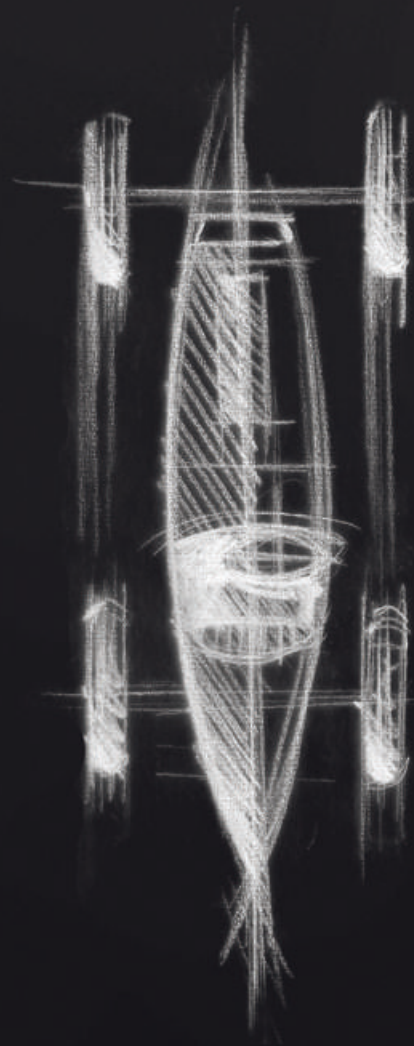


CARBON  
MONOCOQUE

TYPE 35



*pur Sang*





# Carbon

and aluminium







The EB 16.4 Veyron Pur Sang is a two-tone study of pure material showing the car's true essentials: carbon and aluminium. The clear-coated carbon monocoque holds the engine and the passenger cell, while the polished aluminium panelling is enhanced by reflections in the sculpted bodywork.

Interestingly, the rawness of the materials highlights the dual character of this car even more intensely. This is performance power coupled with cruising comfort, structure and body, dark and light.





# Individuality

and inspiration

A closer look at the details reveals the technical logic behind the Pur Sang's stylish appearance. The sophisticated monocoque contains all the core structural components, including the W16 engine, the passenger cell, the crash box and the wheel linkages. It is these purpose-driven fundamentals that are visible at the

centre of the clear-coated carbon fibre car.

Equally consistent is the use of aluminium panelling. This gives the car shape and a unique body sculpture, covering the wheels in a muscular and powerful expression through the elaborately shaped fenders.











Power and

control





The clear material of the Pur Sang's exterior including the newly designed wheel rims sustains the self-contained interior design. The purity of the materials used in the car emphasises the aesthetics of perfection that is so essential for Bugatti. For example, the polished and anodised aluminium components in the interior are made of a premium alloy specially created for Bugatti. Perfectly customisable surfaces, materials and colours consummately adjust to the driver's preferences. If desired, the Pur Sang label on the car's centre console makes up the balanced design experience.









# Comfort

without compromise











As its Pur Sang label suggests, this individualised customer car shares the same DNA as classic cars from the Bugatti past such as the Atalante, the Type 35, the Type 55, the Type 41 “Royale” – all of which had an unmistakeable and characteristic graphic signature. It is this precise division of performance components and body panelling, in this form, that makes the EB 16.4 Veyron Pur Sang unique in the world of super cars.

And so the Pur Sang introduces Bugatti’s special capability to individualise to customer desires, without compromise to the wonderful art, form or technique of the Bugatti Veyron 16.4.







The model presented within this brochure is subject to further development and the specifications can change.  
The illustration may show items of optional equipment which do not form part of the standard specification.  
Your Bugatti dealer will always have the latest information.







Bugatti Automobiles S.A.S. | 1, Château Saint Jean | Dorlisheim | 67120 Molsheim | France | Phone +33 388 04 56 00

[www.bugatti.com](http://www.bugatti.com)