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Bugatti Veyron 'Pur Sang': Less is More



According to Achim Anscheidt, Head of Bugatti Design, the idea of finishing a Veyron in its pure material configuration - with no colour coating - came from watching visitors to the Atelier in Molsheim. "The visitors are always intrigued to see the Veyron's high-tech components being meticulously assembled into an automotive work of art," says Anscheidt. "They watch the car coming together and admire the technical beauty of its structure."

Hence the EB 16.4 Veyron 'Pur Sang': a two-tone study showing the car's essentials of carbonfibre and aluminium. The rawness of the materials aims to highlight the dual character of the car: performance coupled with cruising comfort - structure and body, dark and light.



A closer look at the details reveals the technical logic behind the styling, and the precise division of performance components and body. The sophisticated monocoque contains all the core structural components, including the W16 engine, the passenger cell, the crash box and the linkages to the wheels. Visible as the centre of the car, this is styled in clear-coated carbonfibre. Meanwhile the aluminium panelling lends the car its shape and unique body sculpture. The limited-edition Pur Sang will cost around 1.4m euros.

Text: Charis Whitcombe

Photos: Bugatti

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