

AUTOMOTIVE

Bugatti hires racing champion Bruno Spengler as new Pilote Officiel

February 4, 2025



Canadian racing driver Bruno Spengler first formed a fondness for Bugatti as a child before embarking on a racing career. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is making motorsports history.

The brand has appointed Alsatian-born Canadian racing driver Bruno Spengler as its new Pilote Officiel; he succeeds French former motorsports racing driver Pierre-Henri Raphanel, who has held the position since 2005. The role is pivotal for the automaker, encompassing brand representation and showcasing Bugatti's high-performance vehicles to clients globally.

"I want to express my gratitude to Pierre-Henri Raphanel for the incredible dedication he has poured into Bugatti over the years," said Hendrik Malinowski, managing director of **Bugatti**, in a statement.

"He has truly put his heart and soul into the brand, and we are immensely thankful for his contributions," Mr. Malinowski said. "I'm delighted that our collaboration will continue in a new way, ensuring his legacy remains part of Bugatti's future."

"At the same time, I am thrilled to welcome Bruno Spengler as our new Bugatti Pilote Officiel."

Bugatti's legacy

Mr. Spengler raced with German automaker Mercedes-Benz in the Deutsche Tourenwagen Masters (DTM) for seven years before joining German automaker BMW's M Motorsport team in 2012. He helped return BMW to the DTM and competed in the championship from 2012 to 2019.

"Having such an accomplished driver join us someone who not only has an outstanding motorsport pedigree but also hails from the region is truly special," Mr. Malinowski said, in a statement.

"Bruno understands just how significant Bugatti is, not only to Alsace but to the entire automotive world. We look forward to embarking on many exciting adventures together."

As a racer, Mr. Spengler secured 16 victories, 50 podium finishes and the 2012 DTM title. In his new role, Mr. Spengler will represent Bugatti at exclusive events, share his expertise with the brand's clients and participate in the unveiling of the Tourbillon in Molsheim in June.



Pierre-Henri Raphanel served as the Bugatti Pilote Officiel for nearly 20 years after retiring from racing. Image credit: Bugatti

"When the opportunity to join a brand like Bugatti arises, there's no hesitation it's the most prestigious brand in the world, in my eyes," said Mr. Spengler, in a statement.

"It's a childhood dream come true, a once-in-a-lifetime chance," Mr. Spengler said. "As a child, I used to play the card game Auto-Quartett for hours the strongest card was always the Bugatti EB110 and that's where my passion for the brand began.

"I was born in this region, I am living close by, and now that I'm here, it feels surreal, but I'm incredibly proud."

Prior to joining Bugatti, Mr. Raphanel was a Formula 1 driver and 24 Hours of Le Mans competitor. Bugatti's outgoing driver was instrumental in showcasing its models, from the Veyron to the Chiron, and even set the world speed record for a production car at the wheel of the Bugatti Veyron Super Sport in 2010.

Mr. Raphanel will continue his relationship with Bugatti as a brand ambassador.

"My time as Bugatti Pilote Officiel isn't a book; it's a chapter of my life 19 years long and it is something I'll carry with me forever," said Mr. Raphanel, in a statement.

"Being a Bugatti Pilote Officiel was more than just work; it was about dedication, passion and sharing that with thousands of people through the 11,000 test drives I did," Mr. Raphanel said. "My blood runs Bugatti blue. My next role with Bugatti is a continuation of that journey.

"I believe it's impossible to take on the project I'm doing now without having spent the last 20 years with Bugatti."

In Jan., the automaker grew its retail footprint by opening its largest showroom worldwide in Baku, Azerbaijan ([see story](#)).