The idea was to create a car that would redefine the boundaries of technology in automotive construction while appealing to the aesthetically inclined and connoisseurs of exceptional automobiles.

To design a roadster that would join the boundless creativity of its designers and the superior skill of its engineers – without compromise on either side. A car that would unite the pinnacle of luxury and unparalleled driving performance to a harmonious whole. The idea was to provide maximum enjoyment without losing sight of safety and comfort. The idea was to build the world's fastest convertible car.

Bugatti turned this idea into reality: the super sports car Bugatti Veyron 16.4 Grand Sport.

The Grand Sport defies conventional categories. The superior harmony of its design transcends the ordinary, lending the Bugatti Veyron 16.4 Grand Sport its unique character. The open-topped super sports car displays its power, performance, and self-assertion as a matter of course. Simultaneously, it exudes charisma, perfection, and elegance.

In other words: it is a Bugatti that follows the technological and aesthetic examples of Ettore Bugatti's Grand Sport models of the late 1920s – a true Bugatti.

The challenge: to develop a roadster that would unite previously unattained features in one exceptional vehicle. A challenge Bugatti decided to take on.

The Bugatti Veyron 16.4 Grand Sport combines state-of-the-art technology and the beauty of a convertible.

Extreme precision and meticulous care for detail – those were the governing principles followed by the designers and engineers as they created the Grand Sport.

This maxim of perfection found its expression in the car's technology: the Grand Sport's engine, drive, and brakes all deliver superlatives in performance, acceleration, and deceleration. The choice of materials is another indicator of Bugatti's discerning standards: titanium, carbon fibre, magnesium, aluminium – each component is made of the material with the lowest weight and the highest level of functionality. This is also true for the chassis safety features. The Grand Sport's body consists of a carbon fibre monocoque suspended from an aluminium frame in the front and a carbon fibre/stainless steel frame in the rear. In assembly, too, perfection is the guiding principle: the Grand Sport is manufactured lovingly and meticulously by hand. This guarantees that precise care is given even to the tiniest details.

The technical equipment of the Bugatti Veyron 16.4 Grand Sport is in a class of its own, delivering unforgettable sound and comfort at any speed, even with the top open.

Those passionate about unusual, ingenious solutions will love the 2.7-inch monitor integrated in the rear-view mirror. Once the reverse gear is engaged, the camera built in just above the license plate offers the driver an unobstructed view of the area behind the vehicle. Park Distance Control provides additional assistance.

The audio system "Puccini", designed especially for a convertible car, features a digital signal processor as well as a series of interfaces for numerous external devices, including the iPod. The Grand Sport's integrated PDA includes a GPS route guidance system that assists drivers in securely finding their destination. If the PDA is stashed safely in the glove compartment, the directions are displayed unobtrusively on the rear-view mirror. The Bugatti Veyron 16.4 Grand Sport's climate control system is able to identify whether the roof is open or closed. It automatically readjusts the temperature to the previous setting for the respective situation.

Grand Sport drivers can leave the roof of their vehicle open when they park it – the glove compartment, the console compartment between the seats, the fuel tank cap, and the oil-filler neck can all be locked remotely.

The aerials for the Bugatti Veyron 16.4 Grand Sport's audio, telephone, and telemetry systems are "invisible", integrated in the dashboard and the air-scoop.