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BUGATTI AND JACOB & CO. — TWIN TURBO FURIOUS BUGATTI LA MONTRE NOIRE

2026 BUGATTI AUTOMOBILES S.A.S.



As a tribute to the legendary Bugatti Type 57 SC Atlantic, the luxury timepiece house Jacob & Co. presents a truly unique watch.

Unique and mystical. The famous Bugatti Type 57 SC Atlantic from the 1930s is considered amongst experts to be a masterpiece of automotive engineering. Only four vehicles were hand-built between 1936 and 1938. The fourth car built, Jean Bugatti's private vehicle, disappeared without trace around 1938. It is not clear whether Jean Bugatti sold the car to a racing driver friend or whether, as a more probable scenario, it was sent to a safe region when the German army invaded Alsace in 1940.

This spectacular car with the name La Voiture Noire[1] (''The black car'') has been legendary ever since, an unsolved mystery. Experts estimate that the car would be worth over 100 million dollars if it were ever to be discovered. That would make it the most valuable car in the world. In honour of the Type 57 SC Atlantic, Bugatti created the La Voiture Noire in 2019. A unique Gran Turismo for a Bugatti enthusiast, who paid 11 million euros (net) for the car.

To honor this new hyper sports car and the legend of the original, Jacob & Co. is introducing the one-off Twin Turbo Furious Bugatti La Montre Noire. Encased in 18-carat black gold and set with natural black baguette-cut sapphires, resulting in an unique all-black aesthetic. This timepiece captures the spirit of the two remarkable cars and links the grand complication of the Twin Turbo Furious watches with the unique history of the La Voiture Noire.

The dynamic and extremely comfortable Twin Turbo Furious Bugatti La Montre Noire matches Bugatti's high standards of performance and excellence, while also fulfilling the Bugatti promise of versatility for which the brand is renowned.

UNIQUE GEM SETTING

The case made of 18-carat black gold is invisibly set with 344 natural black sapphires. Even the black gold and black titanium deployant buckle is set with these beautiful gemstones. Setting the black sapphires in the ergonomically designed case is a complex task, but one that Jacob & Co.'s expert gem setters are more than qualified to do. These shimmering shards of the night sky underline the homage of this unique timepiece to the greatest automotive mystery of all time.

FURIOUSLY COMPLICATED

In the world of watchmaking, the presence of a tourbillon in a watch's movement places the piece among the elite. Jacob & Co.'s Twin Turbo Furious Bugatti La Montre Noire sets itself apart from this rarified group, incorporating two accelerated triple-axis tourbillons into its striking design. The tourbillons work to compensate for the effects of gravity on the precision of the movement.

Even the case of the Twin Turbo Furious Bugatti La Montre Noire is super complicated - the case alone is comprised of 88 parts. The grand complication movement is made up of 832 individual parts. It is incredible to consider that many parts coming together, and amazing to see in action.

A DECIMAL MINUTE REPEATER

Minute repeaters are the most prized complications by collectors and they are among the most difficult complications for watchmakers to conceive. Nevertheless, Jacob & Co. sought to push the boundaries of what was considered technically feasible when bringing the Twin Turbo Furious to life. Most minute repeaters conform to the hours, quarter hours and minutes standard, but the Twin Turbo Furious Bugatti La Montre Noire chimes on demand in ten-minute intervals after the hours and before the minutes, a decimal repeater that is very rare in high watchmaking. In fact, you can count the number of manufacturers presenting decimal minute repeaters on one hand and have a few fingers left.

PLANETARY GEAR POWER RESERVE

The power reserve is displayed on the dial side at six o'clock. Thanks to an ingenious planetary system comprising a differential gear mechanism, the hand points to a full power reserve on the left, then moves to the right as the 48 hours of reserve winds down. The watch is wound up through the crank placed on the crown at three o'clock.

MONOPUSHER CHRONOGRAPH FUNCTION WITH REFERENCE TIME

With the Twin Turbo Furious Bugatti La Montre Noire, Jacob & Co. goes even further by adding a very specific monopusher chronograph function. Embodying the brand's determination to always seek new solutions or to create never-before-seen functions, the chronograph is equipped with a ''reference time'' indicator. Inspired by pit boards in motor racing, the reference time display is located in the centre of the dial, indicating the difference in seconds in comparison to a reference time.

The original La Voiture Noire is the most astonishing automotive puzzle of all time. The new unique Twin Turbo Furious Bugatti La Montre Noire pays tribute to this legendary and mysterious car in a modern, grand complication timepiece.

ABOUT JACOB & CO.

''Inspired by the impossible''

Founded by Jacob Arabo in 1986, Jacob & Co. creates revolutionary timepieces and exquisite jewellery that have captivated celebrities and notables from the watchmaking world and dazzled on fashion's red carpets and cover shoots. Thanks to its unique talent for creating designs that are both innovative and spectacular, the company has grown into one of the most recognised luxury brands in timepieces and jewellery.

At the heart of the company is the passion, the drive and creative force of founder Jacob Arabo. With a respect for traditional craftsmanship and artistry and an ability to envision and realise exquisite jewellery and unique timepieces, Jacob makes the truly extraordinary a reality through an alchemy of edge and elegance that is at the core of the company. www.jacobandco.com

ABOUT THE PARTNERSHIP

In 2019, Bugatti and Jacob & Co. signed a multi-year partnership to create unique, never-seen-before timepieces. These watches reflect the spirit of both companies, while at the same time taking watchmaking to impossible heights.

To inaugurate this partnership led by performance, two timepieces were created. These watches, based on the Twin Turbo Furious and Epic X Chrono, were directly inspired by the unique design and spirit of the Bugatti hyper sports cars.

This year, Jacob & Co. and Bugatti are introducing new watches in the Twin Turbo Furious collection as well as the Bugatti Chiron, a completely new product line.

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[1] La Voiture Noire: WLTP fuel consumption, l/100 km: low phase 43.3 / medium phase 22.2 / high phase 18.0 / extra high phase 18.3 / combined 22.3; CO2 emissions combined, g/km: 506; efficiency class: G