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BUILDING THE DREAM: BUGATTI AND THE LEGO GROUP LAUNCH TWO NEW CREATIONS



The creative ethos at Bugatti has always been about pushing boundaries. From the pioneering performance of the Veyron to the extraordinary speed of the Chiron Super Sport and the uncompromising character of the Bolide, Bugatti has always created hypercars that defy convention. Now, that spirit of innovation extends once again beyond the Atelier in Molsheim and into the hands of enthusiasts around the world as Bugatti and the LEGO Group unveil two new models.

2026 BUGATTI AUTOMOBILES S.A.S.

The LEGO Technic Bugatti Chiron Pur Sport[1] and the LEGO Speed Champions Bugatti Vision Gran Turismo are both available since January 1st, marking a new milestone in the collaboration between Bugatti and the LEGO Group. With these additions, four different Bugatti LEGO models will be available simultaneously for the first time, alongside the LEGO Speed Champions Bugatti Centodieci and LEGO Technic Bugatti Bolide, extending the Bugatti experience with fans around the world.
Crafted for those who demand an adrenaline thrill, the Bugatti Chiron Pur Sport is geared towards agility and precision. Lighter than its siblings and designed with optimized aerodynamics and shorter gear ratios, it stands as the most dynamic expression of the Chiron family, built for drivers who live for winding roads. The LEGO Technic Bugatti Chiron Pur Sport brings this engineering excellence to life through 771 pieces, capturing the distinctive character of the Chiron Pur Sport with a vibrant orange bodywork and black livery. Details include working steering, opening doors and hood, as well as an intricate model of the iconic Bugatti W16. Measuring over 3 inches (8 cm) high, 11 inches (29 cm) long and 5 inches (13 cm) wide, the 771-piece creation makes a remarkable display for builders aged 9 and older.

The Bugatti Vision Gran Turismo occupies a unique place in the brand's history. Conceived as a pure concept car for the Gran Turismo video game and unveiled as a show car in 2015, it represents Bugatti's tribute to its illustrious racing heritage of the 1920s and 1930s. Drawing inspiration from icons such as the Type 57 Tank and its victories at the 24 Hours of Le Mans in 1937 and 1939, the Vision Gran Turismo was created as a thoroughbred Bugatti for the virtual racetrack.

That bold Bugatti vision has now been transformed into an official LEGO set. The LEGO Speed Champions Bugatti Vision Gran Turismo celebrates this distinctive design through 284 pieces, capturing the aesthetic that made it an icon in the virtual racing world. Created for passionate Bugatti fans, it embodies a genuine Bugatti down to the last detail, reflecting the brand's unrestricted values.

The LEGO model faithfully recreates the defining features of the Vision Gran Turismo: the signature horseshoe front grille, the dramatic rear wing, the distinctive 8-eye headlights, a sculpted roof fin and wide tires imprinted with 'Michelin'. A minifigure wearing a Bugatti outfit completes the set, ready to take position in the single-seat cockpit. Measuring over 1.5 inches (4 cm) high, 5.5 inches (14 cm) long and 3 inches (8 cm) wide, this model makes the Vision Gran Turismo accessible to fans and gamers of all ages.

"Our collaboration with the LEGO Group continues to grow in exciting ways. With four different Bugatti models — the Chiron Pur Sport, Vision Gran Turismo, Centodieci and Bolide — available simultaneously for the first time, we are sharing the essence of what makes Bugatti special with collectors of all ages. Each model tells a different story about our brand and inspires the next generation of enthusiasts. Expanding our audience from a select group of hypercar owners to millions of fans, gamers and performance aficionados makes this project particularly fun. It is one we thoroughly enjoyed bringing to life."

WIEBKE STÅHL
MANAGING DIRECTOR OF BUGATTI INTERNATIONAL

Both new sets support builders with the LEGO Builder app, offering digital instructions that allow users to zoom, rotate in 3D and track their progress as they construct their Bugatti models.

TheLEGO Technic Bugatti Chiron Pur Sport Hypercar and the LEGO Speed Champions Bugatti Vision Gran Turismo Hyper Sports Car are available via the Bugatti online store, LEGO.com and LEGO stores worldwide.

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com

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[1] Chiron Pur Sport: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G