A NEW TIME FOR BUGATTI



Today, the French hyper sports car manufacturer Bugatti announced a partnership with Jacob & Co., a leader in complicated timepieces and a renowned diamond and jewelry house, to collaborate on a series of exclusive co-branded products. This partnership brings together two companies that share a passion for cutting-edge design, pushing the limits of what seems mechanically possible. Stephan Winkelmann and Jacob Arabo, the Presidents of Bugatti and Jacob & Co., officialised the partnership at Baselworld 2019.
''For this project we found the right partner in Jacob & Co., because we are both absolutely dedicated to innovation with superb technology, absolute beauty, craftsmanship and the highest quality of the materials'', explained Stephan Winkelmann, President of Bugatti, at the stand of Jacob & Co. at Baselworld.

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''When I look at a Bugatti Chiron, the perfectly refined engineering is so powerful that sometimes the car appears to be moving even when it is standing still'', Jacob Arabo, founder of Jacob & Co., added. ''That's the same feeling I get when I wear our high complication timepieces: a rush, a sense of energy, movement and power that can barely be contained.''

The partnership begins with a limited edition of the Jacob & Co. high complication masterpiece the Twin Turbo Furious Bugatti Edition. The original Twin Turbo Furious electrified Baselworld when it launched in 2018, with its breathtaking twin triple-axis tourbillons, column-wheel chronograph and decimal repeater. Designed with high performance sports cars in mind, the Twin Turbo Furious Bugatti Edition features turquois around the dial that pays homage to Bugatti's 110 year anniversary Chiron, positions the Bugatti logo proudly and prominently in the center of the dial and renames the power reserve indicator ''fuel'' and sports the colors of the French flag on the gauge. Only 39 timepieces will be made, each individually numbered: 18 in carbon fiber, 18 in rose gold, and three with diamonds.

The partnership will also see the release of a special version of a sporty ''Bugatti Chrono Edition Limitée 110 Ans'' in a limited edition of 110 pieces to mark each year since the founding of Bugatti by Ettore Bugatti in 1909. The defining technical element of the Epic X Chrono is the Jacob & Co. JCAA05 skeletonized self-winding chronograph movement. This high-end chronograph caliber is equipped with a column-wheel to launch the chronograph functions. Its counters are arranged in a bi-compax format, with the small running seconds on the left, at nine o'clock, and the elapsed minutes counter on the right, at three o'clock; the elapsed seconds are read on the central French Flag Red chronograph seconds hand.

The Bugatti version features a newly invented special forged carbon case and incorporates the colors of the French flag into its bold dial design underlining Bugattis heritage. The timepiece comes on a special rubber strap inspired by the iconic rear bonnet of the Bugatti Chiron and will feature the iconic ''EB''-logo on the buckle to commemorate the partnership.