BUGATTI CHIRON PROFILÉE BECOMES MOST VALUABLE NEW CAR EVER AUCTIONED



The Bugatti Chiron Profilée, a one-of-a-kind piece of Bugatti history and the last W16-powered car available from the Atelier, has sold for an incredible price of 9,792,500 Euros net*. This sale at the RM Sotheby's auction which took place in Paris on February 1st makes the Chiron Profilée the most valuable new car ever sold at auction.

With production of the Chiron[1] models, the W16 Mistral[2] and the Bolide[3] completely sold out, the auction of the Chiron Profilée[4] represented the last possible opportunity to buy a new Bugatti powered by the legendary W16 engine directly from the Atelier in Molsheim, France. With such an important piece of Bugatti history at stake, bidding was fierce both in the room and on the phones.

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Hendrik Malinowski, Managing Director of Bugatti Automobiles, said: ''With just one Chiron Profilée ever set to exist, it was important for us to offer the opportunity to acquire this piece of history to as many people as possible and we were excited with the enthusiasm of the global automotive community for this very special car. Bidders clearly recognized the importance and value of the Chiron Profilée, with an intense rivalry and a price that places this car firmly into the history books.''

With the winning bid of 9,792,500 Euros net, the new owner of the Chiron Profilée has seized the opportunity to add this automotive solitaire, the very last Bugatti offered for sale from the Atelier in Molsheim with the legendary W16 powertrain, to their collection.

Marcus Görig, Car Specialist at RM Sotheby's said: ''It was an honor for us to host this very special lot in collaboration with Bugatti. The sale of the Chiron Profilée was one of the most anticipated moments of the whole auction, with enormous global interest in the car, the Profilée attracted considerable attention at the auction among bidders and curious viewers who had visited to have a glimpse of this unique car. With numerous bidders in the room and on the telephones, there was a real sense of history being made, and we congratulate the new custodian of the Chiron Profilée on their extremely special acquisition.''

The name 'Profilée' draws inspiration from one of Jean Bugatti's first creations — a specific Type 46 model known as Surprofilée, with a sleeker silhouette and an elegant sweeping tail. Just as that car remains an important part of Bugatti history, the Chiron Profilée has now written in its own chapter in the 114-year-old heritage of Bugatti.

Like the Chiron Pur Sport[5], the Chiron Profilée uses the powerful 1,500 PS development of the quad-turbo 8.0-liter but the automotive solitaire is absolutely unique in its design and its details. The sweeping fixed rear wing directly integrated to the body of the car both provides stability at high speed and crucial cooling for the W16 engine. The Profilée is also the first Chiron sold fitted with a woven leather finish in the interior and its exterior color named Argent Atlantique is absolutely unique and has never — and will never be — applied on any other Chiron model. The horseshoe-style wheels inspired by the Bugatti famous horseshoe grille as well are designed and engineered only for this specific car and represent other details which can only be found on the Profilée.

*including Buyers' Premium

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

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[1] Chiron Profilée: 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