MOLSHEIM
5/27/2021

BUGATTI CREATES A SMARTWATCH MASTERPIECE



New Bugatti smartwatch line, created with VIITA Watches, mirrors the unrivalled precision, artistry and technology synonymous with Bugatti hyper sports cars crafted in Molsheim.

At the apex of automotive performance, Bugatti crafts masterpieces on four wheels produced in its celebrated Molsheim Atelier. Each hyper sports car is brimming with state-of-the-art technology, design and engineering innovation. To match the famous marque's qualities, Bugatti and VIITA have developed three unique smartwatch models, offering leading-edge technology, materials and design.
The three new Bugatti smartwatch models are named in tribute to some of the luxury French marque's most iconic hyper sports cars of the 21st Century; the Bugatti Ceramique Edition One Pur Sport, Bugatti Ceramique Edition One Le Noire and Bugatti Ceramique Edition One Divo.

2026 BUGATTI AUTOMOBILES S.A.S.

Smartwatches are young, innovative and conquered our wrists in just a decade. Hardly anyone can live without them anymore. Just like the automobile in the time of its invention, their technology develops fast, their design becomes increasingly more elegant, their craftsmanship steadily more elaborate. VIITA Watches from Austria have become one of the leading luxury smartwatch companies in less than five years. Just like Bugatti, VIITA prioritises high quality and cutting-edge technology as the leading attributes of its peerless products.

Each of the new Bugatti smartwatch models offers an innumerable amount of technical features, among them 90 different sports, your level of oxygen in the blood, your acceleration, and specifically for the Bugatti watch a GPS tracking mode. To quickly adjust to new technologies and customer demands, VIITA has developed its own software.

Every example is made by hand with meticulous attention to detail, produced by a team of renowned IT and watch-experts leading to a seamless integration of more than 1,000 individual parts. The outcome represents the same engineering excellence which Bugatti's own hyper sports cars stand for.

Wide-ranging personalization is central to the Bugatti experience. And so wearer has the option to affix a tailored Bugatti rubber wrist strap for ultimate comfort, or a bespoke titanium strap to complement the titanium theme of the case. The Bugatti Ceramique Edition One Pur Sport, Bugatti Ceramique Edition One Le Noire and Bugatti Ceramique Edition One Divo editions can each be further customized with a unique bezel to reflect the customer's personal style. The bezel - located at the most exposed point on a watch — is carefully sculpted and milled from scratch-resistant ceramic to the smallest of tolerances, made possible by an ultra-precise CNC process. The bezels for all three models are made of scratch-resistant ceramic, elaborately finished by hand in a production process lasting 20 days. With the special key supplied, the customer can replace a bezel within one minute.

Forming the backbone of every smartwatch is the high-strength and hypoallergenic cover, forged from lightweight titanium.

A TRUE PIECE OF BUGATTI TECHNOLOGY

The Bugatti smart-watch is offering almost as many features as the Chiron[1] electronic data. Among them the measuring of health data. A new dual-sensor measures both heart rate and heart rate variability to report individual health data. Cardiovascular recovery, training recommendations, biological age and stress level measurements are each generated and supported by V02Max; the data corresponds for use in over 90 sports.

The GPS sensor has been especially developed for the Bugatti smart-watch and houses among the watch's 1,000 intricately packaged components, which provides an entirely new level of accuracy and resolution rate. Wearers taking it to the racetrack can have their lap times and acceleration values logged automatically by the GPS sensor. This feature is applied for the first time in the world in a smartwatch to correspond Bugatti's uniquely fast and powerful hyper sports cars.

Each smartwatch offers a battery life of up to 14 days between charges, made possible by a custom-built 445mAh power cell. Coupled with a high definition 390x390 pixel LED

touchscreen within a scratch-resistant housing of sculpted sapphire glass, 16.7 million colours pierce through the display for definitive clarity.

As a testament to the quality of every Bugatti smartwatch, a five-year warranty is provided — a new standard for smartwatches offered only by the French luxury marque.

Stephan Winkelmann, President of Bugatti Automobiles, said: ''At Bugatti we continue to drive innovation in leading-edge technologies, this is why we are excited about our new collaboration with VIITA Watches. We only select partners who match Bugatti's benchmark levels of performance, high quality and design execution, with no room for compromise, as our customers expect nothing less than perfection. The Bugatti smartwatch line offers utmost luxury, bespoke software and features embedded in highest quality materials.''

Martin Konrad, CEO of VIITA Watches, added: ''We are a leader in luxury smartwatches biometric health data, and the Bugatti Chiron is a piece of genuine automotive brilliance. It was clear to me and our in-house experts that this level of sheer quality, attention to detail and engineering skill had to be reflected in the timepiece. Now, the Bugatti smartwatch is the equal for the wrist — right down to the last hidden screw.''

The pre-launch campaign is as innovative and unique as the watch itself. VIITA and Bugatti have selected the platform kickstarter.com where the watch can be bought exclusively for a limited amount of time.

All further information, as well as pre-orders, is available at **www.bugatti-smartwatches.com**.

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[2] Chiron: 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

[2] 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