MOLSHEIM
3/20/2025

BUGATTI TOURBILLON DEBUTS ÉQUIPE PUR SANG OPTION AS CUSTOMER CONFIGURATIONS BEGIN



At the historic home of Bugatti in Molsheim and at Bugatti partners all around the world, the first Tourbillon[1] customers have begun to put their own personal mark on their future hyper sports cars during bespoke one-on-one configuration sessions. These owners can choose from more personalization options than ever before, including a new 'Équipe Pur Sang' package that pays emphatic visual testament to the Tourbillon's incomparable performance and Bugatti's motorsport history.

2026 BUGATTI AUTOMOBILES S.A.S.

"With each new era of Bugatti, we seek to honor our heritage while pushing the boundaries of what's possible. The Tourbillon already represents an unprecedented fusion of naturally aspirated power and electrification — a hyper sports car conceived for eternity. With the Équipe Pur Sang option, we elevate its appearance towards the track, enabling customers to celebrate the pure racing soul that has defined Bugatti for over a century."

HENDRIK MALINOWSKI
MANAGING DIRECTOR OF BUGATTI

The term 'Équipe Pur Sang' — translating to 'Thoroughbred Team' in English — evokes the legacy of Bugatti's historic racing division, responsible for countless victories that cemented the marque's reputation for excellence on the world stage. Now, this storied name graces a specification package that transforms the Tourbillon into motorsport-inspired incarnation of Bugatti's latest masterpiece.

The Équipe Pur Sang option enhances the Tourbillon with a comprehensive suite of elements designed and engineered to visually emphasize and attest to the Tourbillon's incomparable handling and performance characteristics. A dedicated front splitter works in harmony with a bespoke rear wing featuring small endplates to improve aero efficiency.

Moving past carbon fiber engine cover inlays toward the rear of the vehicle, a purpose-built 8-pipe exhaust system is complemented by a specialized rear diffuser — further enhancing aerodynamic efficiency and improving the downforce of the car, while lending the Tourbillon an even more purposeful stance.

Newly conceived directional wheels represent another distinctive addition, integral to the performance and design of the car. Individually unique in their construction and manufacturing process, the wheels are differently sized — 20 inches at the front and 21 inches at the rear — with further bespoke characterizations for left and right. Long, thin spokes heighten the presence of the rims, with the overall design reducing turbulence and enhancing airflow to the rear radiator — increasing flow to the latter by up to 8% for greater cooling.

Inside the cabin, the Équipe Pur Sang theme continues with exquisite embroidery on the dashboard and seat headrests, bearing the distinctive logo that connects the Tourbillon to Bugatti's racing heritage. The option includes Black Poli interior trim parts and the Medium Carbon Fiber Interior Package, creating a cockpit that balances luxury with purpose.

The Équipe Pur Sang specification also incorporates the Performance Seat option as standard — seats designed specifically to provide enhanced lateral support during high-G cornering. Finished in full Alcantara upholstery, the interior offers an environment that is simultaneously sporting and sophisticated.

CONFIGURATION: A PROCESS OF CO-CREATION

For Tourbillon customers, the journey begins either at the Château Saint Jean in Molsheim or at Bugatti retail locations worldwide. There, guided by Bugatti's expert team, customers select from an extraordinary palette of options to create a hyper sports car that reflects their individual taste, encouraged at every opportunity to explore any personal touches or moments in Bugatti history that they wish for their car to express.

> "The configuration experience is unlike any other in the automotive world. Our customers are welcomed to configure their cars as a part of the Bugatti family. With the guidance of our designers and experts, each with a deep understanding not just of the Tourbillon but also of the achievements that have shaped our marque for 115 years, they make decisions that will define their Tourbillon for their ownership and for generations to come."
>
> HENDRIK MALINOWSKI
> MANAGING DIRECTOR OF BUGATTI

Beyond the Équipe Pur Sang specification, customers can select from a vast array of possibilities. From 23 new exterior colors to 20 new leather options, 10 new Alcantara choices, and 7 new carpet colors, the potential combinations are virtually limitless. The instrument cluster alone offers multiple configurations, with components crafted by Swiss watchmakers to the same exacting standards as the world's finest timepieces.

Whether specified in Équipe Pur Sang configuration or not, each Tourbillon represents a watershed moment in automotive history. Powered by an all-new 8.3-liter naturally aspirated V16 engine delivering 1,000 hp, complemented by three electric motors providing an additional 800 hp, the Tourbillon offers performance that redefines what's possible in a road car.

Despite its extraordinary power output and the addition of a sophisticated hybrid system, the Tourbillon weighs less than its predecessor. This remarkable achievement is made possible by an advanced chassis constructed from T800 carbon composite, featuring innovations such as integrated battery structure and a crash-composite rear diffuser inspired by top-level motorsport.

The powertrain achieves 1,000 hp without turbocharging — a technical tour de force that creates a more pure, immediate driving experience. When combined with the instant torque of the electric motors, the result is acceleration that must be experienced to be believed, delivered with a soundtrack that celebrates the art of naturally aspirated performance.

Limited to just 250 examples globally, each starting at 3.8 million EUR, the Tourbillon represents the culmination of everything Bugatti has learned over more than a century of engineering excellence. It is a hyper sports car designed not merely for the present or even the future, but truly Pour l'Éternité — for eternity.

Press Contact

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

[1] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.