EXTREME, EXCEPTIONAL & EXCLUSIVE - THE NEW TWIN TURBO FURIOUS 300+



Jacob & Co. and Bugatti present their new watch, inspired by the record-breaking Chiron Super Sport 300+.

Extreme performance, true luxury, unrivalled beauty and exceptional craftsmanship — Jacob & Co and Bugatti share the same standards and values in everything they do. The Twin Turbo Furious 300+ is no exception. After the Bugatti Chiron Tourbillon, the watch maker Jacob & Co and luxury manufacturer Bugatti together created another masterpiece ready to be presented to the world. As its name suggests, it is inspired by the fastest hypercar ever created — the Chiron Super Sport 300+[1].

AN HOMAGE TO THE CHIRON SUPER SPORT 300+

2026 BUGATTI AUTOMOBILES S.A.S.

Time stood still, when not even a year ago, Bugatti became the first carmaker to break through the mythical 300 mph barrier. Behind the steering wheel of a Bugatti Chiron Super Sport 300+, Le Mans winner Andy Wallace set the world speed record driving at the incredible speed of 304.773 mph (490.484 km/h). A mind-blowing experience for him and spectacular news for the automobile world.

In order to celebrate the world's fastest series production hypercar, Jacob & Co. captured the essence of the Super Sport 300+ in the design as well as the sophisticated technology of their new creation. The Twin Turbo Furious Bugatti 300+ features a black titanium twin triple-axis tourbillon movement, that includes a decimal minute repeater and a mono-pusher chronograph with reference time. It is housed in a forged carbon and black DLC titanium case, to echo the exposed carbon fiber bodywork of the record-breaking hyper car.

AN EXCLUSIVE TECHNOLOGY

The presence of a tourbillon in a watch's movement already places a timepiece among the elite of the watchmaking world. The Jacob & Co.'s Twin Turbo Furious goes one step further incorporating two accelerated triple axis tourbillons into its striking design. The tourbillons work together to compensate for the effects of gravity on the precision of the movement. Another very rare component is the Twin Turbo Furious 300+' decimal minute repeater. In order to simplify the audible indication of time, the Twin Turbo Furious chimes on demand the ten minutes intervals after the hours and before the minutes.

''In Jacob & Co. we have found a partner, who understands the way we see exclusivity and how every object carrying the Bugatti name has to combine extreme power and the most sophisticated technology with pure luxury and the unmistakable Bugatti aesthetics and elegance. The Twin Turbo Furious is another product created in the spirit of this partnership'', says Bugatti president Stephan Winkelmann.

The unique watch is limited to only three pieces.

ABOUT THE PARTNERSHIP

In 2019, Bugatti and Jacob & Co. signed a partnership to create unique timepieces. These watches are true to the spirit of both companies, taking watchmaking to impossible heights.

To inaugurate this partnership led by performance, two timepieces were created. These watches, based on the Twin Turbo Furious and the Epic X Chrono, were directly inspired by the unique design and spirit of Bugatti hypercars.

This year, Bugatti and Jacob & Co. are introducing new watches in the Twin Turbo Furious collection, as well as now the Bugatti Chiron, a completely new line.

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[1] Chiron Super Sport 300+: WLTP fuel consumption, l/100 km: low phase 40.3 / medium phase 22.2 / high phase 17.9 / extra high phase 17.1 / combined 21.5; CO2 emissions combined, g/km: 487; efficiency class: G