FROM VISION TO PERSONAL MASTERPIECE: BUGATTI TOURBILLON CONFIGURATION



Every Bugatti tells a story of character, individuality, and the pioneering spirit that Ettore Bugatti embedded into the brand from its earliest days. In bringing a Bugatti into being, each owner steps into a world where personalization becomes an art form, where the vehicle is shaped by individual taste down to the finest details.

The new Bugatti configurator enables this vision and provides a refined way to navigate the ownership experience, as the Tourbillon[1] becomes the canvas for this legacy in a new era

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of Bugatti. Every detail — whether the sculpted exterior, the refined interior, the choice of materials, or the palette of colors — can be tailored to reflect each owner's distinctive style. As part of this design journey, every Tourbillon customer receives the Bugatti Tourbillon Lookbox — a curated collection of seven unique configurations and over 40 high-quality prints. This package serves as the gateway into the configuration experience, offering visual inspiration and a tangible starting point for the journey ahead.

Reflecting the same high standards as its vehicles, Bugatti's configuration experience is designed to be immersive and meticulously curated. Through the global dealer network, customers are welcomed into dedicated spaces where an extensive selection of material samples helps bring their vision to life. For those who prefer a more personal setting, Bugatti offers a configuration travel kit to their Bugatti partners — a compact version of the full sample suite — allowing the brand's experts to meet customers wherever they are in the world. Alternatively, customers have the rare chance to visit Bugatti's historic home in Molsheim, where they can fine-tune every element of their Tourbillon in an exclusive, hands-on setting.

In this new chapter for the marque, Tourbillon owners can explore an entirely new spectrum of expressions within Bugatti's design language, including the 'Équipe Pur Sang' package — a striking interpretation that delivers a bold visual tribute to the Tourbillon's exceptional performance and Bugatti's motorsport heritage. Across every element of the Tourbillon, owners have unique opportunities to fuse quintessential Bugatti style with their own vision.

> "Every Tourbillon owner has the opportunity to create their own work of art for the road, expressing their passion for Bugatti in a truly personal way. The Tourbillon not only marks the beginning of a new era as the latest hyper sports car in our portfolio, but also represents a significant evolution in personalization — building upon and enhancing the extensive customization possibilities our customers embraced with the Chiron^2."
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> HENDRIK MALINOWSKI
> BUGATTI MANAGING DIRECTOR

For the Tourbillon's exterior finish, 23 new colors were developed, available in traditional gloss, metallic, and matt finishes, alongside intricately curated carbon weaves — each designed to highlight unique aspects of the vehicle's design.

Personalization extends all the way to road-level. Customers can specify intricately cut, dynamically shaped alloy wheels, available in full paint, full aluminum, diamond-cut, or duo-tone finishes, complemented by a choice of nine different hues for the brake calipers positioned behind the alloys.

Inside, customers create their own bespoke studio for the road. From leather and Alcantara to carpets, seat belts, carbon elements, and trim panels, a host of new color and material options await each Tourbillon owner. Twenty new leather configurations are being curated for the hyper sports car, along with ten new hues for Alcantara, seven carpet options, eight seat belt colors, seven carbon designs, and four trim finishes — all designed for the Tourbillon era.

Enhancing this offering is Bugatti's new Couture seat option, which blends exceptional comfort with craftsmanship, redefining the in-cabin experience.

Though the Tourbillon is timeless in conception, the theme of time remains at the heart of the design — especially behind the steering wheel. The exquisitely crafted, fully mechanical instrument binnacle serves as yet another canvas for personalization. Nearly every component within the mechanical masterpiece can be tailored — from the chassis to the inner and outer dials, backplates, needles, and gears.

And yet, this is only the beginning — Bugatti has always embraced individualization, constantly striving to achieve complete customer satisfaction. Every customer wish is reviewed for feasibility — whether it's a personalized logo on the rear wing, exterior paint with a unique effect, brake calipers that complement the vehicle's body color, a custom silhouette stitched into the door panel, or even interior leather precisely matched to a favorite lipstick shade. Bugatti's engineering and design departments work in tandem to develop, test, and validate each request to ensure it meets the brand's exacting standards. If approved, the feature becomes part of the owner's final creation.

That spirit of exceptional quality reaches its next evolution in the Sur Mesure personalization program — where individualization evolves into storytelling.

> "From the very beginning, each customer is personally guided by our trusted global dealer network and the team in Molsheim. Together with each owner, Bugatti works to unite the Tourbillon's design philosophy with their creative vision. These two strands complement each other beautifully, as demonstrated by the customers who have already finalized their configurations — each leaving their personal signature to create a true work of automotive art."
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> JASCHA STRAUB
> MANAGER OF SUR MESURE AND INDIVIDUALIZATION AT BUGATTI

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