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BUILDING AN ICON: THE LEGO SPEED CHAMPIONS BUGATTI CENTODIECI HITS THE ROAD



Few cars in the world embody rarity quite like the Bugatti Centodieci[1] — a hypercar so exclusive that only 10 were ever created. With an aesthetic inspired by the iconic Bugatti EB110 and the renowned 1,600 PS W16 engine at its heart, the Centodieci is a modern tribute to a legend of the past. Now, this icon of design and engineering has been immortalized in a way that fans of all ages can experience: as a LEGO Speed Champions set.

2026 BUGATTI AUTOMOBILES S.A.S.

The LEGO Speed Champions Bugatti Centodieci captures the unmistakable character of the full-scale Bugatti hypercar, incorporating many of its defining features in intricate detail. Presented in a white finish — based on one of the most celebrated specifications of the Centodieci — with black accents, it mirrors the car's striking, sculptural presence.

> "The Bugatti Centodieci is among the most distinctive creations in our history, inspired by a beloved icon of the Bugatti story. Thanks to our collaboration with the LEGO Group, more people than ever before can experience this extraordinary car. It is a wonderful way to inspire the next generation of Bugatti enthusiasts and LEGO builders."
>
> WIEBKE STÅHL
> MANAGING DIRECTOR OF BUGATTI INTERNATIONAL S.A.

Fans can recreate iconic elements such as the five circular air intakes on each side, the unique rims, the horseshoe grille, the slim headlights, the overhanging rear wing, and the four rear-mounted tailpipes. A minifigure wearing a Bugatti-branded top completes the set, ready to take the wheel and bring the Centodieci to life.

Measuring over 1.5 inches (4 cm) high, 6 inches (15 cm) long and 2.5 inches (7 cm) wide, the 291-piece LEGO set can be displayed or raced alongside other LEGO Speed Champions.

> "Speaking to LEGO Speed Champions fans, they really appreciate aesthetic and detailed cars — something that Bugatti epitomizes. With this set LEGO fans can build and display the iconic Bugatti Centodieci set and add it to their collection with a piece that embodies both elegance and high performance."
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> MICHAEL VANTING
> MARKETING LEAD LEGO SPEED CHAMPIONS

The Bugatti Centodieci hypercar pays homage to one of the marque's most notable icons: the EB110. Every one of the 10 Centodieci hyper sports cars was crafted in Bugatti's Molsheim Atelier to the exacting specifications of its customers, with months of bespoke design and engineering involved in each. Delivered to collectors all over the world, the Centodieci stands as one of the rarest models ever created by Bugatti, joining the ranks of other legends like the Bugatti Divo and La Voiture Noire.

Its final example — finished in 'Quartz White' with carbon-fiber accents and contrasted with a 'Light Blue Sport' interior detailed in quilted leather — was delivered to its owner in December 2022, marking the conclusion of an extraordinary chapter in Bugatti history. The LEGO Speed Champions Bugatti Centodieci mirrors this piece of Bugatti history with a blue interior that reflects the color of the final Centodieci's cabin.

The LEGO Speed Champions Bugatti Centodieci is available from August 1st via LEGO.com, and LEGO stores worldwide.

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[1] Centodieci: 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: NA; efficiency class: G