MOLSHEIM
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CELEBRATING A UNIQUE PRE-SERIES VEYRON SUPER SPORT WORLD RECORD EDITION, REBORN WITH LA MAISON PUR SANG



When the Bugatti Veyron Super Sport set a new production-car top speed world record of 431.072 km/h in 2010, it majestically underscored the pursuit of automotive excellence that drives Bugatti's legend. In celebration of the history-making achievement, the marque created the exclusive Veyron Super Sport World Record Edition —

2026 BUGATTI AUTOMOBILES S.A.S.

an iconic series finished in striking exposed carbon fiber and vibrant Bugatti orange, directly inspired by the record-breaking vehicle itself. Today, that legacy continues through Bugatti's official heritage and restoration program, La Maison Pur Sang, which has meticulously restored a unique factory pre-series model that paved the way to the record car, for a discerning Bugatti collector.

La Maison Pur Sang represents the apotheosis of Bugatti's dedication to preserving the marque's extraordinary heritage, while ensuring its hyper sports cars continue to be driven and enjoyed as intended. Bringing together Bugatti's engineers, technicians and craftspeople, the program provides certification, restoration and preservation services that return vehicles to the exacting standards they possessed when they first left the Atelier. Even machines that have driven extensive miles can be carefully returned to new-car specification; fueling passions, making lifelong memories and realizing dreams on the open road for generations to come, and ensuring their engineering integrity, craftsmanship and performance remain the lifeblood of the Bugatti legend.
The exquisite Veyron Super Sport World Record Edition restored through this program carries an especially remarkable story within the Bugatti legacy. As a pre-series development vehicle, it played a central role during the introduction of the Veyron Super Sport World Record Edition around the globe; touring internationally, it supported communications activities, customer demonstrations, media engagements and photoshoots, giving enthusiasts across the world the chance to experience the engineering marvel that established an unprecedented benchmark for performance.

Behind the scenes and through the marque's exacting testing standards, the car also served a vital role in the development of the production-series Veyron Super Sport. As a working development vehicle, it contributed to the refinement of systems and technologies that would ultimately define the production model and help surpass the existing world record — embedding this particular example with a deeply authentic connection to one of the most significant chapters in Bugatti's modern history.

Having accumulated over 70,800 km since summer 2010, the car entered the care of the La Maison Pur Sang team in Molsheim for a comprehensive refurbishment. Over the course of six months, Bugatti specialists carefully returned the vehicle to its original specification, approaching every detail with the same meticulous attention that defines the creation of a new Bugatti.

Inside the cabin, the leather surfaces were carefully corrected and rejuvenated, while the seats were restored to their original form and comfort. As the central tactile point between driver and machine, the steering wheel was also fully serviced and detailed, ensuring the authentic driving experience of the Veyron Super Sport could be enjoyed exactly as intended. Every stitch and finish — each was examined and refined to offer a new life to this extraordinary car.

The exterior received an equally detailed transformation, with the exposed carbon fiber bodywork completely refinished, the defining element of the World Record Edition's dramatic appearance lovingly uplifted with a flawless new clear-coat. The distinctive Bugatti orange paintwork was carefully renewed, restoring the vivid contrast that has become synonymous with the world record Bugatti hyper sports car legend.

During the restoration process, several pre-series components were also updated to production specification. Select electronics and radiator systems were upgraded to align with the final production configuration of the Veyron Super Sport, ensuring the vehicle's reliability and performance remain unparalleled. Crucially, the core mechanical elements from the car's awe-inspiring W16 engine and highly complex gearbox remain original, preserving the authenticity and historical significance of a model tailor-made to echo the Bugatti legend through the ages.

With its restoration complete, the Veyron Super Sport World Record Edition now begins a new chapter within one loyal Bugatti owner's collection. As a testimony to the incomparable legacy of this car, the owner will also be gifted a dedicated Bugatti certification book documenting the vehicle's unique history, its exquisite refurbishment journey in Molsheim, and the role it has played within the marque's illustrious story.

"Bugatti hyper sports cars are engineered to be driven, experienced and enjoyed. Through La Maison Pur Sang, we ensure that even vehicles with a rich and active history can be restored to the same standard they possessed when they first left Molsheim. This allows our customers to embrace the heritage of these remarkable vehicles with complete confidence — knowing they can experience them exactly as they were when new. We pride ourselves on close collaboration with our valued dealers in acquiring, refurbishing and certifying legendary Bugatti vehicles such as this, and in turn with our esteemed customers — securing that their experience in becoming the custodian of a Bugatti is second to none."

LUIGI GALLI

HERITAGE & CERTIFICATION EXPERT AT BUGATTI

In restoring this remarkable Veyron Super Sport World Record Edition, Bugatti preserves a defining symbol of its modern engineering achievements, ensuring that the story of one of the fastest production cars ever created continues to unfold on the road — exactly as Ettore Bugatti would have intended.

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[1] Veyron: