Bugatti unveils a one-of-one restored Veyron in a showcase of La Maison Pur Sang's peerless expertise

Twenty years after the Bugatti Veyron pushed the limits of automotive performance and engineering possibility, the icon now enters a new chapter of stewardship. Today, the marque unveils a one-of-one project from its exclusive certification and restoration division, La Maison Pur Sang: a unique Veyron created with newly developed materials and fresh avenues for restoration, developed jointly with the discerning owner as a testimony to La Maison Pur Sang's incomparable expertise, and the elegance and incomparable personality of the car that ushered in the hypercar era.

The unique La Maison Pur Sang Veyron 20 Years proudly continues the legacy of the dedicated program introduced at Rétromobile in Paris back in 2020. Breathing new life into unparalleled collectors' vehicles whose value must be protected, La Maison Pur Sang was established to preserve, restore, refine and, where desired, reimagine a Bugatti for the present day.

La Maison Pur Sang offers Veyron owners a deeply personal pathway. For some custodians, the program may focus on meticulous maintenance, certification and the careful restoration of their vehicle, so as to preserve its precise original condition. For others, it can become a more expressive journey - now taking the possibilities to new heights, presenting them with exquisite, fresh avenues for exterior and interior configurations, bespoke materials, refined details and a character shaped around the owner's individual vision. In every case, the process remains anchored in the authenticity, technical knowledge and historical sensitivity of Bugatti's specialists.

The La Maison Pur Sang Veyron 20 Years embodies this philosophy in its most complete form, representing a perfect tribute to two decades of the Veyron's inimitably inspiring innovation. Finished in unprecedented color-selections for the Veyron - the Tourbillon's newly developed 'Rouge Rembrandt', and the Chiron's quintessential 'Petrol Blue - with an interior of 'Magnolia', the car brings a fresh visual expression to the Veyron while preserving the unmistakable proportions and presence that defined its legendary silhouette; ensuring the Veyron's distinctive form is retained, while carefully judged updates lend the car a more contemporary stance.

Most visibly, the mesmerizing creation introduces a new wheel concept that enables the Veyron to use tires in Chiron dimensions. Beginning with a reinterpretation of the Machiavelli wheel design, Bugatti has remade the wheel in a larger format. 20 inches at the front and 21 inches at the rear bring a more modern posture to the car while retaining a clear visual connection to the Veyron's quintessential design language.

New three-dimensional mesh elements for the front, side and rear air intakes also offer a subtler, more contemporary technical expression for the Veyron, while the cabin may be enriched through materials and finishes developed specifically for this special project. Bespoke 'Mocassin' stitching lovingly hand-crafted specifically for the project elegantly adorns the steering wheel and gear selector, while between the seats, a special 20 years of Veyron emblem honors the anniversary of a car that forever changed Bugatti's trajectory.

In a mesmerizing display of craftsmanship, a Côte de Genève finish inspired by the precision of fine watchmaking adorns the center console. Traditionally reserved for the decoration of fine watch movements, the application of the Côte de Genève motif to such a large and three-dimensional automotive surface represents a remarkable technical achievement, showcasing Bugatti's ability to translate horological craftsmanship into an entirely new context.

"The Veyron is one of the most important cars in Bugatti history, and any adjustment to that original, legendary formula must begin with respect. With the La Maison Pur Sang program, we are preserving the essence of each Bugatti, while giving owners the opportunity to bring a new dimension of personal expression to their car and bring an automotive icon into new light. With this exquisite example of the Veyron, La Maison Pur Sang further elevates the exceptional opportunities that it offers, where fully tailor-made restorations find their place in the echelons of automotive history."

Frank Heyl, Director of Design at Bugatti

"Through the boundless creativity and world-class expertise of the artisans working at our marque's Molsheim home, we can transform a customer's dream into reality. As we often say, power is in the small details. Whether it is the new wheels, tire technology, interior refinements and modern conveniences, or the meticulous work performed by our technicians during maintenance and refurbishment, every detail contributes to preserving the performance, character and excellence of the Veyron. And the La Maison Pur Sang Veyron 20 Years exquisitely showcases the breadth of that capability."

Alexis Ploix, Director of After Sales and Customer Service at Bugatti

"La Maison Pur Sang exists to protect the authenticity, provenance and future of the Bugatti automobiles entrusted to us, to the very highest standards. Through the restoration and certification services we offer, we ensure that a Bugatti remains an incomparably precious collector's item, whose value needs to be preserved. The Veyron is a legend of automotive history that continues to be cherished, and in the hands of La Maison Pur Sang's specialists, evolves with the same level of passion that first brought it to life."

Luigi Galli, Specialist Heritage and Certification at Bugatti

Bugatti launched a configurator for the Veyron during the time of the La Maison Pur Sang Veyron 20 Years' unveiling at Pebble Beach, making select features available to customers - and paving the way for each discerning customer's singular journey with La Maison Pur Sang.