

# BUGATTI COACHBUILT

63

*Divo, Centodieci, La Voiture Noire, Profilée - the return of coachbuilding,  
and the papers that are almost as unique as the cars*

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52

Cars across four commissions:  
40 Divo, 10 Centodieci, one La  
Voiture Noire, one Profilée -  
Bugatti's own production figures,  
chassis by chassis

1,500/1,600 PS

Chiron platform throughout -  
Divo and Profilée on the 1,500  
PS calibration, Centodieci on the  
Super Sport's 1,600 PS

€9.79M

The Profilée, RM Sotheby's  
Paris, February 2023 - the most  
valuable new car ever sold at  
public auction, and the tier's one  
public anchor

€7-15M+

The indicative span, Divo asks to  
Centodieci estimates - a private,  
relationship-driven market in  
which public transactions barely  
exist

## 01 EXECUTIVE SUMMARY

This paper documents four cars that were never meant to become production families: the 40-car Divo, the ten-car Centodieci, the single La Voiture Noire and the single Chiron Profilée. All four sit on the mature Chiron platform - the same W16, the same seven-speed dual-clutch, the same hydraulics, the same factory network - and all four exist to express ideas rather than to raise numbers: the Divo a more dynamic Chiron, the Centodieci a tribute to the EB110, La Voiture Noire a modern interpretation of the lost Type 57 SC Atlantic, and the Profilée the intermediate concept that survived as one completed car when the series was never built. Each paper in this Bugatti library has carried one idea: continuity for the EB110, custody for the Veyron, perfection for the Chiron. This one carries individuality - these are rolling coachbuilt commissions, and their ownership model follows from that.

The ownership conclusion can be stated at the outset because it is the paper's most useful finding: mechanically, these are Chirons - annual servicing, tyres, hydraulics, batteries, cooling, software, factory support, all inherited from the most predictable hypercar platform in this library, with no known model-specific engineering flaws. What changes is everything around the mechanics: unique carbon bodywork whose replacement is sometimes impossible rather than expensive, documentation that approaches the car's own value in importance, and a market so private that years can pass between public transactions. Protect originality before worrying about mileage - that sentence governs the whole tier.

### Key Finding

Mechanically Chiron, commercially coachbuilding. There are no known model-specific engineering flaws in any of the four cars - everything mechanical is inherited from the mature Chiron platform, and that is itself an important conclusion. The risks of this tier are bodywork, documentation and market thinness, not machinery.

The body is the asset. Unique carbon panels, unique lighting, unique cooling apertures, unique trim - replacement is not a cost question but an existence question, and an undocumented repaint or replacement panel moves value like an accident does elsewhere.

The market is private and the public record is thin to the point of anecdote: the Profilée's €9.79M result (February 2023) remains the tier's one clean public anchor, while a 437 km Centodieci failed to sell against a €10-15M estimate at Paris in 2025 - asks and estimates are positions; the real market lives in relationships.

## 02 THE RETURN OF COACHBUILDING

*Individuality as the ownership philosophy - the fourth idea of the Bugatti library.*

Pre-war Bugatti was a coachbuilding house as much as a manufacturer: rolling chassis bodied to commission, with the Type 57 SC Atlantic as the tradition's unreachable summit. The modern marque revived that philosophy deliberately, beginning with the Divo's unveiling at The Quail in August 2018 - 40 cars, pre-sold to Chiron owners before the public debut, sold out in a day - and escalating through the Centodieci's EB110 homage (2019, ten cars) to La Voiture Noire (2019, one car, announced at €11 million net as the most expensive new car of its time) and the Profilée, auctioned as a one-off in 2023 when its intended series was cancelled.

The buyer at this tier is not choosing a faster Bugatti; every one of these cars gives up top speed to the standard Chiron. They are choosing a body, a story and a place in a sequence the factory itself curates - and the ownership philosophy follows: the owner is preserving a unique object, not merely maintaining a very expensive automobile.

### 03 FOUR INTERPRETATIONS

*A dynamic study, a tribute, a monument, a survivor - one platform beneath all four.*

Divo (40 cars, 2020-2021, ~€5M net) - not a faster Chiron but a more dynamic one: aerodynamics, cooling, suspension calibration and weight distribution comprehensively revised, 35 kg lighter than the Chiron Sport, 90 kg more downforce (456 kg total), lateral grip raised to 1.6 g, the top speed deliberately down at 380 km/h - eight seconds faster around Nardò than a Chiron. Centodieci (10 cars, delivered 2022, ~€8M net) - the EB110 tribute on the Super Sport's 1,600 PS calibration, with its own cooling solutions, its own body and glasshouse, and a rear architecture unique to the car; the most collected car of the tier, and the bridge between Paper 60 and this one. La Voiture Noire (one car, delivered 2021, €11M net at announcement) - the modern Atlantic: essentially Chiron beneath, singular above, with no market, no comparables and one custodian working directly with the factory. Profilée (one car) - developed between Chiron and Pur Sport, retained as a single completed example when the series was cancelled, and sold by RM Sotheby's in Paris in February 2023 for €9.79 million: the most valuable new car ever sold at public auction, and the reference result for modern Bugatti one-offs.

#### COACHBUILT W16 COLLECTION - SPECIFICATION

|                         |                                                                                                                                                                                        |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform</b>         | Chiron throughout: 7,993 cc quad-turbo W16 · 7-speed dual-clutch · permanent AWD · hydraulic active aero · the factory network and Speed Key doctrine of Papers 61-62 apply unchanged  |
| <b>Divo</b>             | 1,500 PS · 40 cars, 2020-2021 · -35 kg vs Chiron Sport, +90 kg downforce (456 kg), 1.6 g lateral, 380 km/h · ~€5M net new · unveiled The Quail, August 2018, pre-sold to Chiron owners |
| <b>Centodieci</b>       | 1,600 PS (Super Sport calibration) · 10 cars, delivered 2022 · EB110 homage: own body, glasshouse, cooling and rear architecture · 380 km/h · ~€8M net new                             |
| <b>La Voiture Noire</b> | 1,500 PS · one car, delivered 2021 · the modern Type 57 SC Atlantic interpretation · €11M net at announcement - the most expensive new car of its moment                               |
| <b>Profilée</b>         | 1,500 PS · one car · the Chiron-to-Pur Sport intermediate that was never serialised · €9,792,500, RM Sotheby's Paris, 1 February 2023 - the public record for a new car at auction     |
| <b>Ownership model</b>  | Mechanically Chiron: same service rhythm, tyres, hydraulics, battery regime · the differences are bodywork, documentation and a private market - the subjects of this paper            |

(Production figures are Bugatti's own announcements: 40, 10, 1 and 1. Mechanical custody follows Papers 61-62; this paper documents only what the coachbuilt tier adds.)

## 04 WHEN CARBON BECOMES ART

*Unique bodywork, unique tooling - and replacement that is sometimes impossible, not expensive.*

Every previous paper in this library treats body damage as a cost. At this tier it is a category change. These cars carry unique carbon-fibre panels formed on tooling that produced forty, ten or one body; unique lighting signatures; unique cooling apertures and ducts; unique trim inside and out. Some components exist as spares in factory inventory; some can be remade through the factory's restoration network at commission-level cost and lead time; and some are, in practical terms, irreplaceable - which is why the inspection priorities of this tier are the Divo's splitter, wing, ducts and body pieces, the Centodieci's body specification and cooling apertures against factory records, paint transitions everywhere, and originality of lighting and trim on all four. The rule this paper adds to the library stands above every other consideration: protect originality before worrying about mileage. A repainted or re-panelled coachbuilt Bugatti without factory documentation has not lost a body panel; it has lost part of its identity.

### THE ORIGINALITY RULE

On this tier, originality outranks mileage, service history and even cosmetic condition: the body is the commission, and the commission is the value. Any body intervention belongs in the factory's hands and in the factory's records - a repair executed and documented by Molsheim preserves identity; the same repair done quietly elsewhere converts a unique object into a question mark.

Wheels, lighting units and trim follow the same doctrine: retained, documented, never generically refurbished - and original packaging, covers and delivery equipment are part of the asset.

## 05 THE DOCUMENTATION MARKET

*The archive is almost as valuable as the vehicle - and it is bought and sold with it.*

A coachbuilt Bugatti generates a paper trail unlike any production car: the commission itself - configuration documents, drawings, factory renderings and photographs, correspondence with Molsheim - followed by delivery records, every factory invoice, every transport record, warranty and aftersales history, and in the best cases exhibition records. This paper's requirement is absolute: every factory invoice, every transport record, every piece of Bugatti correspondence, every configuration document, every commission drawing, every factory photograph. The documentation is almost as unique as the car, and the market treats it that way - the unsold Paris Centodieci was offered with its original purchase contract and build specification sheet precisely because at this tier the file is exhibited alongside the bodywork. Warranty status follows the same logic: all four cars were delivered with factory warranty, and today coverage depends on age, ownership and factory support - the durable asset is not the warranty document but the standing factory relationship behind it, which continues through Bugatti's aftersales and restoration network.

## 06 THE PRIVATE MARKET

*A market that mostly is not one - relationship-driven, years between chances.*

The honest description of this tier's market is that there almost isn't one. Most of the 52 cars sit inside major collections; transactions are private and relationship-driven, often brokered by the factory's own orbit; and years can pass before an example becomes publicly available. The public record is correspondingly thin: the Profilée's €9.79 million (Paris, February 2023) is the tier's single clean auction anchor, while the 437 km Centodieci offered at Paris in February 2025 failed to sell against a €10-15 million estimate - proof both of where sellers position the tier and of how few bidders convert at those positions. Divo asking prices circulate around €7-10 million against a ~€5 million net original price, with verified public transactions extremely scarce. La Voiture Noire has no market at all - one car, one owner, insurance rather than valuation. The frameworks below are therefore looser than anywhere else in this library, and deliberately so.

### COACHBUILT W16 - INDICATIVE POSITIONS, MID-2026

|                         |                                                                                                                                                                            |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Divo</b>             | €7-10 million indicative - asking-price territory against a ~€5M net original; verified public transactions extremely scarce; originality and documentation do the pricing |
| <b>Centodieci</b>       | €10-15 million indicative - estimate territory: the 437 km Paris car was estimated €10-15M and did not sell; ten cars, the tier's most collected commission                |
| <b>La Voiture Noire</b> | No market - one car, €11M net at announcement; insurance value, not transaction value                                                                                      |
| <b>Profilée</b>         | €9.79M - the one clean public result (February 2023), and the standing record for a new car sold at public auction                                                         |

(Positions, not valuations - this tier trades privately and rarely; a single public result or failed sale moves the visible record more than any framework can absorb. The Profilée result is an anchor for one-offs, not a floor for the tier.)

### MAINTENANCE - WHAT THE TIER ADDS TO CHIRON CUSTODY

|                                 |                                                                                                                                                                                      |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mechanical custody</b>       | Chiron, unchanged: annual €20,000-35,000 · major €40,000-70,000 · tyres €30,000-40,000 on time · battery, hydraulics, cooling and software per Paper 62's framework                  |
| <b>Bodywork and originality</b> | Factory-only, per commission - minor carbon repair five figures through Molsheim; unique panels priced per existence, not per hour; undocumented work is a value event, not a saving |
| <b>Documentation custody</b>    | Archival storage, insurance of the file itself, certification where offered - low five figures over an ownership, and the cheapest value protection on the car                       |
| <b>Custody</b>                  | Enclosed transport recurring · agreed-value insurance individually underwritten, file included · conditioned storage assumed · exhibition logistics per event                        |

(The mechanical bands are Paper 62's - deliberately unchanged, because the platform is. Five-year reserve: plan the Chiron's €100,000-250,000 and hold a separate, uncapped line for bodywork - the one category where this tier rewrites the arithmetic.)

## 07 THE BUYING PROTOCOL

*Four passes at this tier: identity, mechanical, coachbuilding, documentation.*

The Identity Pass. Factory specification and VIN against the archive; the original commissioner and commissioning history; configuration documents and factory photographs reconciled with the car as it stands. The Mechanical Pass. Chiron, in full - Paper 62's protocol applies verbatim: cooling under load, hydraulics cycled, Speed Key sequence, gearbox calibration, electronics through the factory channel, tyres by date and compound. The Coachbuilding Pass. The tier's own discipline: every carbon panel, paint transition and shutline read against factory photographs; lighting and trim originality; cooling apertures unobstructed and unmodified; interior originality to the commission; any intervention matched to a factory record. The Documentation Pass. Everything - the standard of Section 05, item by item, because at this tier a missing folder prices like a missing panel.

**WALK AWAY - THE NON-NEGOTIABLES**

Undocumented repaint or replacement carbon · body damage without a factory repair record · missing commissioning documentation · unknown storage history · accident history unreconciled with the archive · specification claims the factory cannot confirm · resistance to factory-level inspection. On 52 cars there is no averaging: every chassis is its own market, and a compromised one has no comparable to hide behind.

## 08 OWNERSHIP ECONOMICS AND SCENARIOS

*Chiron custody plus curatorship - the second budget is a museum's, not a garage's.*

The scenarios model a well-bought Divo at an €8 million position with complete commissioning documentation, unbroken factory servicing and original bodywork throughout. Mechanically the numbers are Paper 62's, and they are the smaller half of the story: the tier's real economics are curatorial - conditioned storage, enclosed transport, agreed-value insurance that prices the documentation with the car, factory-only body care, and the discipline of exercising a Chiron platform regularly without exposing a unique body to avoidable risk. The Centodieci adds the thinnest parts situation of the four; the one-offs add nothing mechanical and everything reputational. Across the tier, usage is a curatorial decision rather than an economic one - and the honest observation is that most custodians drive them little, which makes the storage ledger and battery regime of Paper 62 the operative documents of this tier's daily life.

**OWNERSHIP SCENARIOS - WELL-BOUGHT DIVO (PLANNING BANDS)**

|           |                                                                                                                                                                    |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Year 1    | €35,000-70,000 mechanical (entry inspection, annual service, tyres by date) plus curatorial setup: storage, insurance with the file valued, transport arrangements |
| Years 1-3 | €70,000-140,000 cumulative mechanical - plus exhibition and transport per event, and any factory body attention priced per commission                              |
| Years 1-5 | €100,000-200,000 mechanical for light collector use - bodywork and restoration outside every band by definition; the uncapped line is the body, not the engine     |

(Assumption-based planning bands excluding storage-facility and insurance premiums; unique-body events have no band - that is the tier's defining economic fact.)

## OWNERSHIP VERDICT - THE RATINGS

|                             |      |                                                                                                                                                       |
|-----------------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reliability</b>          | □□□□ | The mature Chiron platform with no model-specific flaws known on any of the four - the mechanical risk profile of Paper 62, unchanged                 |
| <b>Maintenance costs</b>    | □□□□ | Chiron standing costs - with an uncapped bodywork line above them; the cheapest insurance is originality protected from the first day                 |
| <b>Parts availability</b>   | □□□□ | Mechanical parts through the living factory network; body components per existence - some stocked, some remakeable per commission, some irreplaceable |
| <b>Investment potential</b> | □□□□ | 40, 10, 1 and 1 cars of the last W16's coachbuilt tier - documentation-led, privately traded, with the Profilée result as the one-off benchmark       |

## MARQUE BUYING SCORE - COACHBUILT W16

| Category                        | Centodieci example | Divo example | Compromised-originality car |
|---------------------------------|--------------------|--------------|-----------------------------|
| <b>Reliability</b>              | 9 / 10             | 9 / 10       | 6 / 10                      |
| <b>Driving experience</b>       | 9.5 / 10           | 9 / 10       | 9 / 10                      |
| <b>Ownership cost</b>           | 1.5 / 10           | 1.5 / 10     | 1 / 10                      |
| <b>Parts availability</b>       | 5 / 10             | 5 / 10       | 5 / 10                      |
| <b>Long-term collectability</b> | 10 / 10            | 10 / 10      | 9 / 10                      |
| <b>Investment potential</b>     | 9.5 / 10           | 9 / 10       | 7.5 / 10                    |

Scored on the fixed series rubric: an 8 in Reliability means the same across every marque and paper. The third column prices lost originality - the one risk this tier cannot service its way out of.

## METHODOLOGY AND A NOTE ON VALUES

Built from public sources: Bugatti's own production announcements (40 Divo, 10 Centodieci, one La Voiture Noire, one Profilée) and factory documentation of each commission - the Divo's -35 kg, +90 kg downforce, 1.6 g and 380 km/h; the Centodieci's 1,600 PS and 2022 deliveries; La Voiture Noire's €11M net announcement and 2021 delivery; the Profilée's Chiron-to-Pur Sport genesis. Public market record: €9,792,500 for the Profilée (RM Sotheby's Paris, 1 February 2023 - the record for a new car at public auction); the 437 km Centodieci unsold against a €10-15M estimate (RM Sotheby's Paris, February 2025), offered with purchase contract and build sheet; circulating Divo asking prices €7-10M, unverified as transactions and identified as asks. Mechanical custody follows Papers 61-62. Positions at this tier are indicative to a degree the rest of this library is not - stated plainly wherever they appear. Nothing here is investment advice.

## 09 THE RIGHT TO A REPLY, REVISITED

*At this tier the door is always open - which is precisely the series' point.*

The repair-access question this series carries through every Bugatti paper answers itself at the coachbuilt tier, and the answer is instructive. These 52 custodians do not telephone a service desk; they hold direct factory relationships, commissioned the cars personally or bought into that standing, and work with Molsheim's restoration network as a matter of course. 'The Locked Hypercar' named this Tier Zero: the stratum where access is never in question because the relationship precedes the car.

The series' standing observation follows without polemic: the difference between the coachbuilt custodian's experience and the Veyron owner's documented silence in 'The Bugatti Case' is not engineering - it is standing. A marque that can deliver concierge custody to 52 commissions has demonstrated the capability; what the wider family still awaits is the policy that says who else the door opens for, on what terms, and how fast. Until then, this tier remains the proof of what the factory can do - and the measure of what the rest of the ladder is asking for.

## 10 SYNTHESIS

The coachbuilt tier closes the W16 story the way pre-war Bugatti would have recognised: chassis engineering perfected elsewhere, bodies built to commission, value carried by originality and paper. Buy the Divo as the dynamic study - the most driven of the four, priced by originality. Buy the Centodieci as the tier's collected heart and this library's bridge to Paper 60. Treat the one-offs as what they are: monuments with custodians, not market participants. Across all four: originality before mileage, documentation before originality's proof, the factory before every intervention - and the Chiron's mechanical doctrine underneath, unchanged and reassuring.

### THE CUSTODIAN

The owner at this tier is preserving a unique object, not merely maintaining a very expensive automobile: the body is a commission, the file is an archive, and the factory is a standing partner rather than a supplier. The test of a good custodian is what the next one inherits - a car identical to its factory photographs, and a folder that proves it.

Who should not buy here: anyone who needs a market price to feel comfortable, anyone who reads an estimate as a valuation, and anyone whose first question is about mileage rather than originality.

### BOTTOM LINE

Four commissions, 52 cars, one platform: 40 Divo, 10 Centodieci, one La Voiture Noire, one Profilée - mechanically the mature Chiron with no known model-specific flaws, commercially a private, relationship-driven tier anchored by a single €9.79M public result. Chiron custody underneath, an uncapped bodywork line above, and documentation that prices like coachwork. Protect originality before mileage, keep every paper, keep the factory close - and remember that at this tier the file is exhibited alongside the car.

### ONE-SENTENCE VERDICT

*Mechanically a Chiron, commercially a commission - buy the originality, the archive and the factory relationship, because the body cannot be replaced and the paper cannot be reprinted.*

**SOURCES**

Bugatti factory and Newsroom documentation: production figures of 40 Divo, 10 Centodieci, one La Voiture Noire and one Chiron Profilée; the Divo's unveiling at The Quail (24 August 2018), pre-sale to Chiron owners, deliveries 2020-2021, ~€5M net price, -35 kg versus Chiron Sport, +90 kg downforce to 456 kg, 1.6 g lateral and 380 km/h limit; the Centodieci's EB110 homage, 1,600 PS Super Sport calibration, ~€8M net price and 2022 delivery programme; La Voiture Noire's Type 57 SC Atlantic interpretation, €11M net announcement (2019) and 2021 delivery; the Profilée's genesis between Chiron and Pur Sport and its retention as a single completed car. Public market record: €9,792,500, RM Sotheby's Paris, 1 February 2023 (Profilée) - the record price for a new car sold at public auction; RM Sotheby's Paris, February 2025 - 2022 Centodieci chassis 006, 437 km, single ownership, offered with original purchase contract and build specification, estimate €10-15M, not sold; circulating Divo asking prices of €7-10M identified as asks, not transactions. Mechanical custody, systems doctrine and maintenance bands: Papers No. 61-62 of this series. Marque Intelligence prior papers: 'The Locked Hypercar' (April 2026, the Tier Zero framework), 'The Bugatti Case' (July 2026), Papers No. 60-62. Companion documents: Buyer's Checklist No. 80 and Model File 80. Values at this tier are indicative positions rather than frameworks, and are labelled accordingly throughout. Nothing here is investment advice.