

AUTOMOTIVE

## Bugatti sells one-off car for \$12.4M

March 5, 2019



*Bugatti's La Voiture Noire sold for \$12.4 million. Image credit: Bugatti*

---

By STAFF REPORTS

French automaker Bugatti is celebrating its 110th anniversary with a record-breaking hyper car created specially for a brand enthusiast.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The one-of-a-kind Bugatti La Voiture Noire was sold for 11 million euros, or about \$12.4 million at current exchange, before taxes. While the record for a car sale is held by a \$48 million Ferrari 250 GTO from 1962, Bugatti's car has become the most expensive new car of all time.

"The true form of luxury is individuality," said Stephan Winkelmann, president of Bugatti, in a statement. "La Voiture Noire' is now at the cutting-edge of automobile production. It is a sculptural beauty with unique technology, the ideal grand tourisme."

Marking a milestone

La Voiture Noire is a coup that contains a 16-cylinder engine. While powerful, the car was also designed for comfort, allowing passengers to travel long distances.

Bugatti sought to create a car with uninterrupted sight lines, with a windscreen that almost melds with the side windows.

A carbon fiber body features a black glossy paint.



*Bugatti's La Voiture Noire. Image credit: Bugatti*

While a new creation, Bugatti's car is a modernization of the Type 57 SC Atlantic, originally designed by Jean Bugatti.

"Our history is both a privilege and a responsibility the responsibility for continuing the Bugatti heritage into the future," Mr. Winkelmann said. "With La Voiture Noire,' we are paying homage to our heritage and bringing speed, technology, luxury and aesthetics forward to a new era."

While Bugatti's La Voiture Noire marks a new milestone for the brand, it has previously released models with lofty price points.

For instance, Bugatti is launching an ultra-exclusive model that harkens back to its racing history.

The Bugatti Divo captures the automaker's heritage in more ways than one, as it was inspired by a famed racing driver. Along with focusing on its racing roots, Bugatti is getting in touch with its coach-building heritage through this new model.

Only 40 Divo supercars will be produced, making it an ultra-exclusive model. The net price is 5 million euros, or about \$5.8 million at current exchange ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.