



# Bugatti Chiron Pur Sport continues its tour through Europe

MOLSHEIM 08 06 2020

LONDON SHOWROOM PRESENTS THE LATEST CHIRON FAMILY MEMBER.

It feels most at home on winding roads and circuits: The new Chiron Pur Sport<sup>1</sup>. The extreme hyper sports car will also soon be seen in numerous European cities. The most agile Bugatti is currently touring through some of the most beautiful places its home continent has to offer. After its first stop in Paris, customers had the opportunity to take a look at the Pur Sport at the official Bugatti showroom in London.

After a spectacular start in his home country, the exclusive European Roadshow leads the most uncompromising Chiron<sup>2</sup> to the capital of Great Britain. There were also no compromises made regarding the preparation of the Bugatti London showroom. The exclusive dealership partner H.R. Owen equipped the premises with the unmistakable Bugatti signature, in order to offer the Chiron Pur Sport a worthy stage. In the middle of the Mayfair, the showroom is lit up in the brand's emblematic color blue, a symbol of its French identity. It allows customers to dive into the Bugatti universe and admire the newest member of the Chiron family. The Chiron Pur Sport is surrounded by exceptional exhibits that reflect the brand's long history. Exclusive armchairs from the Bugatti Home Collection complete the presentation. "To represent an illustrious brand like Bugatti has always been a privilege for us, and we're honored to be able to offer our customers the unique opportunity to see the Chiron Pur Sport in the UK", says H.R. Owen CEO Ken Choo.

Aligned for optimal agility, the Chiron Pur Sport pushes the boundaries of what is technically possible in the area of cornering dynamics. Far-reaching technical changes, a shorter gear ratio, completely new tires and innovative aerodynamics make it the most extreme Bugatti ever. The Bugatti Chiron Pur Sport costs three million euros net and is limited to 60 units. Production at the headquarters in Molsheim, France, will start in the second half of 2020.

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<sup>1</sup> CHIRON PUR SPORT: This model is not subject to Directive 1999/94/EC, as type approval has not yet been granted.

<sup>2</sup> CHIRON: Fuel consumption, l/100km: urban 35.2 / extra-urban 15.2 / combined 22.5; combined CO<sub>2</sub> emissions, g/km: 516; efficiency class: G\* [WLTP: Fuel consumption, l/100km: low 43.3 / medium 22.2 / high 18.0 / particularly high 18.3 / combined 22.3; CO<sub>2</sub> emissions, combined, g / km: 506; efficiency class: G]

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