



# European Roadshow: Bugatti Düsseldorf presents the new Chiron Pur Sport

MOLSHEIM 22 06 2020

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ON ITS TOUR THROUGH EUROPE, THE NEWEST MEMBER OF THE CHIRON FAMILY STOPPED BY DÜSSELDORF.

The fourth stop of the exclusive European Roadshow led the Chiron Pur Sport<sup>1</sup> to Düsseldorf. With its idyllic Rhine promenade, the Königsallee and the Kulturallee, it creates the art de vivre atmosphere, known from Bugatti's home land France. Thus, the most agile member of the Chiron<sup>2</sup> family was perfectly comfortable in the Düsseldorf Showroom.

Bugatti Düsseldorf presented the new Chiron Pur Sport on 120 m<sup>2</sup> of exhibition space. Being a Bugatti service partner of excellence the Düsseldorf Showroom takes care of its clients with exclusive services and special know-how. "The new Pur Sport not only inspires our team and our customers, but the entire automotive world. We were honored to present this exceptional hyper sports car," said Tobias Dorn, General Manager of Bugatti Düsseldorf. On its way to the showroom, the Pur Sport passed by scenery, that is also quite unique: The Düsseldorf Medienhafen with the iconic Frank Gehry buildings represents one of the city's most famous landmarks.

After the cancellation of its world premiere in Geneva due to the Covid-19 pandemic, customers can currently admire the Chiron Pur Sport live in some of Europe's most beautiful cities. With its optimized aerodynamics, shorter gear ratio and completely new tires, it is the most agile Bugatti ever made. It costs 3 million euros net and is limited to 60 units. Production at the company's headquarters in Molsheim, France, will begin 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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