

BUGATTI CHIRON PUR SPORT — FIRST TEST DRIVES IN DUBAI



Bugatti customers to experience the new model in the United Arab Emirates for the first time

A country and a city of superlatives, Dubai. The largest city in the United Arab Emirates on the Persian Gulf stands for luxury and extravagance — and is also home to many Bugatti customers as well as fans of the French luxury brand.

Bugatti presented the new Chiron Pur Sport¹, in Dubai for the first time. “We wanted to personally present the Chiron Pur Sport to our loyal customers in the United Arab Emirates despite the COVID-19 pandemic. We will of course comply with the recommendations of the World Health Organisation (WHO) at the presentation,” says Stephan Winkelmann, President of Bugatti. “The most agile member of the Chiron family demands more than just a theoretical explanation via video stream or digital video conference. Customers must drive the Chiron Pur Sport and experience the incredible power and lateral dynamics for themselves.”

HUNGRY FOR CURVES AND DESIGNED FOR LATERAL DYNAMICS

Bugatti has calibrated the Chiron Pur Sport for agility, handling and driving performance. In addition to immense power and ultimate comfort, it also offers a high degree of everyday usability. It is powered by an 8.0 litre W16 engine delivering 1,500 PS and 1,600 newton metres that is designed for an engine speed of up to 6,900 rpm in the agile Chiron Pur Sport. With the assistance of a 15 percent shorter transmission ratio, the Chiron Pur Sport accelerates even faster than the Chiron². The Chiron Pur Sport catapults from zero to 100 km/h in just 2.3 seconds, to 200 km/h in a mere 5.5 seconds and to 300 km/h in no more than twelve seconds. Compared to the Chiron, the new model's elasticity has improved to 3.4 seconds in the 60 to 100 km/h range and to only 2.4 seconds between 80 and 120 km/h. Grip-optimised tyres and sophisticated aerodynamics with a fixed rear wing ensure more downforce and lateral dynamics.

PERFORMANCE DRIVEN DESIGN

The design is extravagant. The wide air inlets at the front make for an even more striking appearance, while at the same time providing the ideal airflow and ensuring sufficient cooling air. With the front splitter that has been drawn strikingly towards the front, the Bugatti generates maximum downforce while also visually supporting the impression of width at the front. Primary lines run across the air outlets on the front wings like tendons on a muscle. The split paintwork finish on the upper half and black exposed carbon on the lower half make the Chiron Pur Sport appear flatter, wider and sportier.

"I am delighted that despite these challenging times, we have the opportunity to personally present our newest model to our customers. They simply need to experience this incredible acceleration to feel just what excites us about the new Chiron Pur Sport. It is a model for maximum driving pleasure and for drivers who want to be at one with bends," says Stephan Winkelmann.

The production version of the Chiron Pur Sport, which is limited to 60 units and is priced at three million euros (net), is being built in Molsheim, France.

¹ Chiron Pur Sport: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO₂ emissions combined, g/km: 572; efficiency class: G