

BUGATTI CHIRON PUR SPORT ON TOUR THROUGH THE CITIES OF EUROPE



Bugatti presents the new and extreme Chiron Pur Sport for the first time in Paris.

It feels most at home on winding roads and circuits: The new Chiron Pur Sport¹. The extreme hyper sports car will also soon be seen in numerous European cities. The most agile Bugatti is currently touring through the metropolises of its home continent. From Paris via London and Hamburg to Geneva, where the celebration of its world premiere last March was canceled, due to the outbreak of the COVID-19 pandemic.

The exclusive roadshow kicked off in Paris, where the Pur Sport made its appearance in the new Bugatti showroom in Neuilly-sur-Seine - after a short visit to the city's most famous landmark, the Eiffel Tower. "We are very happy to finally present the new Chiron Pur Sport to our customers. Many were disappointed about the cancellation of the Geneva Motor Show,

“says Stephan Winkelmann, President of Bugatti. “As the most extreme hyper sports car in our Chiron² family, it has already won many fans. It is an uncompromising hyper sports car, created for even more agility and cornering dynamics. Pure and extreme.”

The Bugatti Chiron Pur Sport costs three million euros net and is limited to 60 units. Production in Alsace, France, will start in the second half of 2020.

² 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

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