BUGATTI CHIRON PUR SPORT RECEIVES HIGH MARKS IN NORTH AMERICA



The Pur Sport continues to impress in the U.S.

Following its virtual debut last year, the Chiron Pur Sport[1] has arrived in the United States. Limited to only 60 units, the newest production model from Bugatti is a pure driving machine designed for increased agility and handling — an uncompromising hyper sports car created for corners.
"The Pur Sport offers U.S. customers a new dimension of the Chiron[2] that doesn't require the Autobahn to fully experience," said Cedric Davy, Chief Operating Officer of Bugatti of the Americas. "We now have the car for those customers who have been waiting for a Chiron geared more towards agility and dynamic cornering."

In the short time the Pur Sport has been in the United States, it has earned top marks from some of the country's most prominent automotive publications:

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''The Bugatti Chiron Pur Sport is the best car I've ever driven. Period. Full stop. End of story. It just is.'' — Motor Trend

''Less weight, more grip, and shorter gearing make the Pur Sport an even wilder Bugatti Chiron.'' — Car and Driver

''The Bugatti Chiron Pur Sport Is Worth Every Penny. Your $4 million car better be good, and this Bugatti delivers.'' — Autoweek

In addition to rave reviews by journalists, the Chiron Pur Sport left a lasting impression on 24 Hour of Le Mans class winner and longtime Bugatti test driver Butch Leitzinger while testing in Southern California. ''The seamless marriage of agility and brute force give the Pur Sport abilities that are unmatched, not only by any other car, but also by any other Bugatti.''

The Pur Sport has a starting price of $4 million and features a W16 engine that generates 1,500 horsepower and 1,180 lb.-ft. of torque.

For more information, please visit https://www.bugatti.com/discover-chiron-pur-sport/.

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[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