

BUGATTI CHIRON PUR SPORT — TEST DRIVES AT THE HOCKENHEIMRING



Bugatti customers and journalists can put the new hyper sports car through its paces on the legendary race track in Germany.

Precisely 4.57 kilometres of finest asphalt. With six left-hand bends, eleven right-hand bends and six straights, the circuit is both challenging and thrilling. An ideal track for the new Bugatti Chiron Pur Sport¹.

Situated in the Rhein valley, the Hockenheimring is one of the oldest race tracks in Germany. On and off the Hockenheimring circuit, which was built in 1932, journalists and customers had the opportunity to extensively test the most agile Bugatti in the Chiron family. This is a very special experience, because Bugatti has tuned the Chiron Pur Sport for optimum agility, handling and driving performance. An ideal car for drivers who like to take corners at the limits of lateral dynamics.

The 8.0-litre W16 engine with 1,500 PS and 1,600 newton metres revs 200 rpm higher and achieves its rated output of between 6,700 and 6,900 rpm. Thanks to a 15 percent shorter gear ratio, the Chiron Pur Sport accelerates even faster. The coupé sprints from 0 to 100 km/h in just 2.3 seconds, and is therefore 0.1 seconds faster than the Chiron². The dash to 200 km/h takes a mere 5.5 seconds instead of 6.1 seconds, and the new hyper sports car completes the sprint from 0 to 300 km/h in less than 12 seconds (instead of 13.1 seconds). The new Chiron Pur Sport is also in front when it comes to elasticity: it accelerates from 60 to 100 km/h in only 3.4 seconds instead of 5.7 seconds, and from 80 to 120 km/h in 2.4 seconds instead of 4.3 seconds.

“The technical specifications are far more than just numbers. Bugatti customers need to experience them to fully understand the incredible acceleration force. I am therefore delighted that we are able to present our new hyper sports car to customers and journalists on and off the race track,” says Stephan Winkelmann, President of Bugatti. “Customers absolutely must experience this unbelievable power and lateral dynamics on a race track. However, it is not designed just as a pure race car, it offers a great deal of comfort, luxury and everyday usability alongside its tremendous power. Customers and journalists can experience this for themselves by taking a drive on motorways, country roads and small roads in the surrounding area.”

Focused work over more than one and a half years and upwards of 50,000 test kilometres are behind this new development. To give drivers of the Chiron Pur Sport even more grip and thus more agility in lateral acceleration, the engineers modified the chassis and aerodynamics. As a result, the Chiron Pur Sport is able to simply devour corners, can accelerate faster, and has more downforce.

“With the Chiron Pur Sport, we have developed an extremely precise hyper sports car for the race track and country roads. It provides maximum driving pleasure in every situation,” 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 now being built in Molsheim, France.

Press Contact

Nicole Auger

Head of Marketing and Communications

nicole.auger@bugatti.com

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