

# **BUGATTI CREATES EXTRAORDINARY CHIRON SPORT MASTERPIECE GIFT**



## Bugatti takes customer on bespoke journey to specify a Chiron Sport with H.R. Owen Bugatti.

Every new Bugatti that leaves the Atelier in Molsheim is crafted with the same level of attention, care and timeless grandeur that defines every hyper sports car made by the French luxury brand. Yet no two Bugatti models are ever the same. All Bugatti customers are guided through the unique personalization journey to create their ultimate car. The list of custom specification possibilities is almost endless.

The conception of this truly unique Chiron Sport<sup>1</sup>, ordered by a husband as a gift for his wife, typifies the near-infinite number of possibilities in the bespoke Bugatti customization journey. When a customer expresses how they want their new hyper sports car to look and feel, Bugatti's committed design and sales team will do everything it takes to turn this vision into reality. Knowledgeable brand ambassadors at H.R. Owen Bugatti worked alongside Bugatti's multi-skilled and versatile Molsheim design operation to visualize the creation of 'Alice', a brand-new and unique Chiron Sport finished in Matt Blanc and Silk Rosé, a new Bugatti color selected for this car.

Tailored to the customer's creative wish at every stage of this Chiron Sport's design and build process, this hyper sports car is like no Chiron<sup>2</sup> ever made before. The Silk Rosé exterior color was created to combine with the shade of Matt Blanc that adorns the outer shell and lower body trim, also giving an injection of vibrant color to the prominent design of the alloy wheels. A mix of leather and Alcantara materials finished in Gris Rafale befit the Chiron Sport's interior, complete with bespoke 'Alice' logo stitching in the headrest of the 'Comfort'-spec seats, and 'Chiron Sport' stitching found elsewhere in the cabin. There is further application of the custom 'Alice' logo on the door sills, finished in aluminum and shown in the same impressive Silk Rosé.

This one-of-a-kind order journey began at H.R Owen Bugatti, the official dealer partner, located in London, England. The long-standing dealer associate and partner of excellence for Bugatti sales and servicing is consistently one of the most successful Bugatti dealer partners in the world. Experienced and expert staff welcomed this Chiron Sport customer as the first point of contact into the Bugatti journey, before accompanying the buyer to the luxury brand's unique headquarters in Molsheim, France, where Bugatti was founded more than 110 years ago in 1909. Every Bugatti customer is welcome at the Molsheim Experience, allowing drivers to experience the enthralling power of the brand's rich history and product range on the road, while also taking the time to evaluate the hundreds upon thousands of design options first-hand, to look through the extensive catalogue and product lists, and to meet the Bugatti design and sales teams that work tirelessly to convert their dream into reality.

"This is a truly unique Bugatti model, that will always be remembered as a real one-of-a-kind car," said Ken Choo, CEO of H.R. Owen. "We are honored to have played an important part in connecting our customer with this incredible Chiron Sport. The customer came to us with a vision of how they wanted their new Bugatti to look, and we are delighted that the depth and scale of Bugatti's extensive accessories and options catalogue allows for even the most ambitious of designs to be realized. It is incredible to see every Bugatti made in a different way, with the new owner getting a chance to stamp their own personal taste on their new car."

The Chiron Sport represents a different character for the Chiron. As the French luxury brand's interpretation of the ultimate super sports car, the Chiron Sport boldly offers a firmer chassis that provides even sharper handling and exhilarating agility. This comes from the introduction of more performance-orientated lightweight components, all without compromising the Chiron's

uniquely luxurious character. The Chiron Sport retains the iconic 8.0-liter W16 engine and is produced in the Atelier in Molsheim at a unit price of 2.65 million euros (net).