PEBBLE BEACH 2017: BUGATTI DELIVERS FIRST CHIRON TO A CUSTOMER IN THE UNITED STATES



The Pebble Beach Concours d'Elegance 2017 offers the ideal backdrop for the delivery of the first Bugatti Chiron[1] to a customer in the US. Following Europe, North America is the second most important sales market for the luxury brand from Molsheim. Almost 30 percent of all the orders received for the Bugatti Chiron come from this region. The price in the US market is US$2.998 million including shipping, duties, taxes and charges. The Chiron series is limited to 500 vehicles. More than half of the total series has already been sold throughout the world. The first US Chiron is a real eyecatcher with its yellow and black colour scheme. The front of the vehicle is patented in bright yellow and the rear in black "Nocturne". The "Classique" wheels, the Bugatti horseshoe emblem and the trim part of the prominent side line are also painted yellow. The distinctive two-tone colour scheme is continued by the full leather equipment of the

2026 BUGATTI AUTOMOBILES S.A.S.

interior. Yellow leather is used on the insides of the seats, the armrest on the centre console, the door trims and the C-shaped dividing line in the passenger compartment in contrast to the rest of the interior, which features ''Beluga Black'' leather.

---

[1] Chiron: 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