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BUGATTI EXPLORES COASTAL CALIFORNIA DURING US GRAND TOUR



French marque hosts drive event in North America's largest market to showcase additional benefits of Bugatti ownership.

Bugatti ownership comes with much more than a 16-cylinder hyper-car. The iconic French brand hosts events around the world that bring customers together to share in their mutual appreciation for automotive excellence. This year's US Grand Tour included Bugatti owners from all over North America for a 600-mile drive along the California coast, which commenced last week in Los Angeles.
After an inaugural dinner at Wolfgang Puck in Beverly Hills, the group embarked the following morning for Santa Barbara wine country. As they made their way north to Big Sur the Chiron Pur Sport led the 10-car rally — consisting of five Veyrons, one Veyron Grand Sport Vitesse,

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two Chirons and one Chiron Sport[1] - where attendees had the opportunity to explore some of California's most quintessential roads.

Customers also enjoyed lavish culinary and wine tasting experiences, live music and rejuvenating beachside yoga. To conclude the trip, Bugatti surprised attendees with the newest model — the Chiron Super Sport[2].

''We look forward to this event every year,'' said Cedric Davy, Chief Operating Officer of Bugatti of the Americas. ''The camaraderie developed during these trips is incredible. These rallies are also a fantastic way to demonstrate the grand touring spirit, craftsmanship and reliability of our vehicles, which was evident by the range of cars that attended — one of which was 15 years old. By the end of the event, customers had made new friends and left wanting more, We look forward to planning another Bugatti Grand Tour next year.''

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[1] Chiron Super Sport: WLTP fuel consumption, l/100 km: low phase 40.3 / medium phase 22.2 / high phase 17.9 / extra high phase 17.1 / combined 21.5; CO2 emissions combined, g/km: 487; efficiency class: G