

BUGATTI IN THE MIDDLE EAST – NEW DEALER PARTNER IN SAUDI ARABIA



Together with its new partner SAMACO Automotive, Bugatti celebrates the debut of the Chiron Pur Sport in the Middle East and announces its new showroom in Saudi Arabia

This Sunday, Bugatti announced its new partnership with SAMACO Automotive, one of the leading and most experienced companies in the automotive luxury market in Saudi Arabia. In the first half of 2021 the French luxury car manufacturer will have its first showroom in Riyadh, the capital of Saudi Arabia. For more than 35 years, SAMACO Automotive has been in a strong partnership with the Volkswagen Group, including high-end brands such as Audi, Porsche, Bentley and Lamborghini — an ideal position to enhance Bugatti's presence in the Saudi Arabian market.

"Saudi Arabia is the biggest market in the Middle East. For us it is very important to have a strong partner within the Kingdom", says Stephan Winkelmann, President of Bugatti. "Partnering with SAMACO Automotive was a natural choice, allowing us to leverage their vast experience to interact with new customers and give Bugatti car owners the best services living up to our high standards. I have come to know Saudi customers for their extraordinary taste of precious and unique automobiles. They only accept the best of the best."

"For SAMACO Automotive, this day is a very special day as we witness Bugatti, the ultimate automotive luxury brand, to join our portfolio of prominent brands. We are confident that this new relationship with Bugatti will develop into a long-term strategic partnership, which will be for the best possible interest of our customers," says Mohammed Raffa, CEO of SAMACO Automotive.

During the event, also the regional launch of the new Bugatti Chiron Pur Sport was officially celebrated. The Chiron Pur Sport features the iconic 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 Chiron. 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 maximum speed is electronically limited at 350 km/h.

With its optimized aerodynamics, shorter gear ratio and completely new tires, it is the most agile Bugatti ever made. The Chiron Pur Sport, which is limited to 60 units and comes with a price tag of three million euros (net), is now being produced in Molsheim, France.

¹Chiron 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