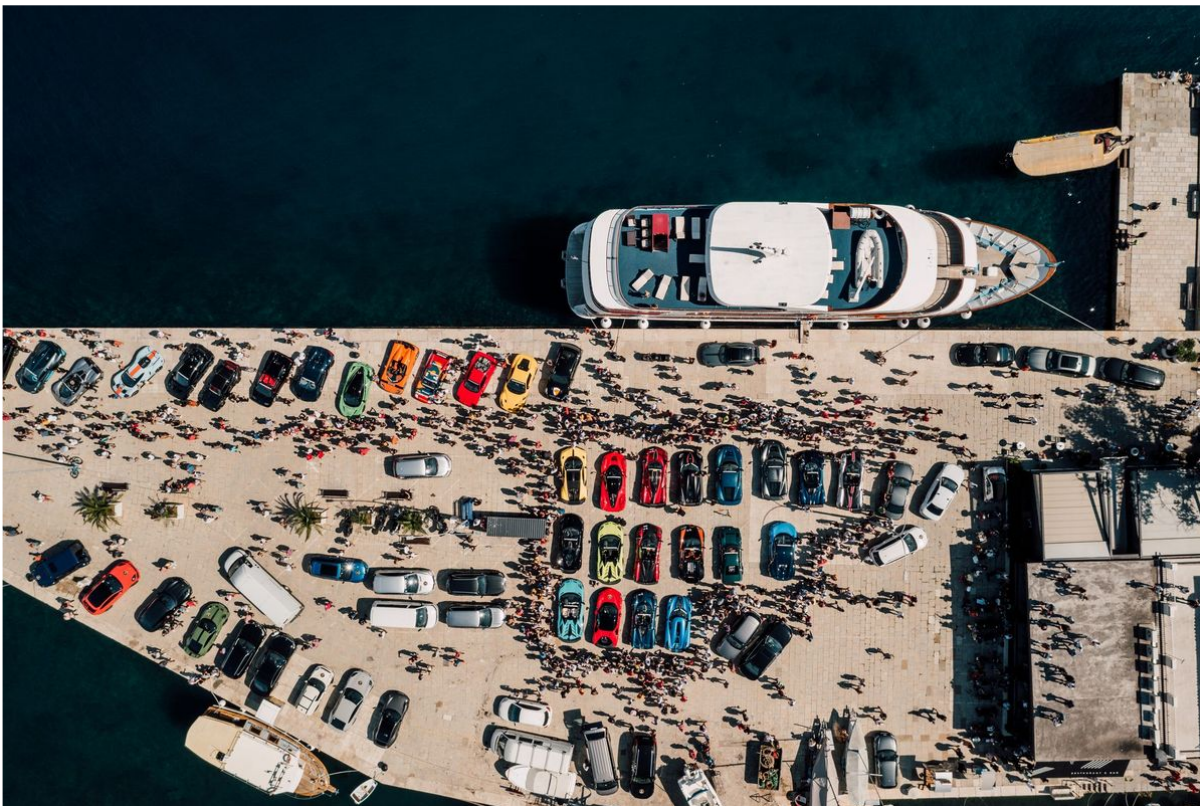


BUGATTI JOINS THE PACK AT SUPERCAR OWNERS CIRCLE WEEKEND IN CROATIA



BUGATTI JOINS CONVOY OF THE WORLD'S MOST EXCLUSIVE AND DESIRABLE AUTOMOBILES DRIVING THROUGH THE STUNNING ROADS OF CROATIA

The Supercar Owners Circle (SOC) is renowned for its long-standing collaborations with the leading and most celebrated brands in the automotive industry. Founded in 2014 this highly exclusive group of hyper- and super car owners come together once a year to live up to the power of their automobiles. At the head of this exclusive group sits Bugatti, who have over the years seen many of their hyper sports cars appear at SOC congregations across the world. Bugatti owners regard SOC gatherings as valuable opportunities to express their admiration for the brand and showcase their respect for automotive excellence.

As part of the highly anticipated SOC Croatia Weekend from 3-5 September, five Bugattis were in attendance, as the engineering icons traversed the northern region of Croatia. Beginning with a scenic parade in the nation's capital, Zagreb, the Bugatti Chiron Pur Sport, piloted by Bugatti's very own Pilote Officiel and racing legend Andy Wallace, stood out among the vast fleet of globally distinguished automobiles.

Croatia's mountain passes are known for their tight and twisting turns, demanding the very best of automobiles that travel on them. The Chiron Pur Sport, designed as the most agile and dynamic Chiron ever made with its high downforce set-up, thrived in its natural environment by conquering Croatia's complex and undulating mountain roads with ease, down to the tranquil Adriatic Coast. Bugatti owners have already enjoyed part of this beautiful landscape on the Bugatti Grand Tour in 2015. Beneath the skin of the Chiron Pur Sport sits the legendary 8.0-liter W16 engine with 1,500 PS and torque output of 1,600 newton meters. With a 15 per cent shorter transmission ratio, the Chiron Pur Sport takes just 2.3 seconds to go from 0 to 100 km/h.

In tow of the Chiron Pur Sport were four additional Bugattis, each owned by passionate customers of the brand. Leading the group was the Divo, which saw Bugatti return to its roots of coachbuilding with a 21st-century re-imagination of the marque's masterpieces of old. With its highly intricate and striking design, the Divo sets a new standard for coachbuilding in the modern era.

Enhancing Bugatti's presence throughout the weekend of driving pleasure was a customer-owned Bugatti Chiron Sport, Chiron and Veyron 16.4 Grand Sport Vitesse joined the esteemed event.

³Chiron: 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

³Chiron 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

³Veyron: