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BUGATTI PARIS TEST DRIVES — OUT AND ABOUT IN RAMBOUILLET AND SURROUNDS



French passionates recently tested the Chiron Sport and Chiron Pur Sport as part of an exclusive customer drive event organized by official dealer partner Bugatti Paris.

Unique hyper sports cars demand an extraordinary backdrop. The former monastery, Abbaye des Vaux de Cernay, lies at the heart of the forest of Rambouillet around 50 kilometers south west of Paris. Parts of the complex were established in the 11th century as a Cistercian abbey. Nowadays it is one of the world's most charming hotels — and thus the ideal place to highlight the Chiron Sport[1] and Chiron Pur Sport[2] to French passionates.

2026 BUGATTI AUTOMOBILES S.A.S.

''We are delighted to share, with an authentic simplicity, this passion that keeps us together'', explains Edouard Schumacher, CEO of Groupe Schumacher and LS Group. ''La Maison Bugatti Paris has the purpose to create special experiences, that bring people to live the French Art de vivre. The Chiron Sport and Pur Sport are extraordinary vehicles, with superlative performances, a real dream that links together all the automotive passions.

Since its creation in 1947, the family Group has developed a representative network of roughly twenty automotive brands throughout France and has carried on the historical tradition and presence of sports cars brands in Paris metropolitan region.''

"For myself personally, it's a particular pleasure to be part of this Bugatti Paris event and showcase the Chiron Sport and Chiron Pur Sport to our customers", says Guy Caquelin, Regional Director Europe at Bugatti. "After long abstinence and merely digital presentations, aficionados of our brand finally have the chance here to test and experience the two hyper sports cars. Customers need to be able to see, drive and feel Bugatti vehicles so they can internalize their unique and special character." The test drives in Paris have been the kick-off of a Bugatti Road Show for the Chiron Sport and Pur Sport in Europe.

The Chiron Sport, launched in 2018, refines the Chiron[3] and relies on lightweight components and a firmer running gear — for even more direct handling and impressive agility. With the Chiron Pur Sport Bugatti engineers developed a hyper sports car uncompromisingly geared towards lateral dynamics, boasting maximum agility, driving performance and excellent handling. Ideal for fast cornering and appropriately matched with the 8.0-liter W16 engine generating 1,500 PS and 1,600 newton meters of torque. It propels the Chiron Pur Sport from 0 to 100 km/h in a mere 2.3 seconds and from 0 to 200 km/h in 5.9 seconds. The series-production version of the Chiron Pur Sport has been limited to 60 units and comes with a price tag of 3 million euros (net). Just like the Chiron Sport, the Chiron Pur Sport is being built in the Atelier in Molsheim in the Alsace region of France.

PARIS SITE OF HISTORIC SIGNIFICANCE TO BUGATTI

As a French luxury brand, Paris has always been a special place for Bugatti. Ettore Bugatti established the brand's first showroom here in Avenue Montaigne almost 100 years ago. Even though the founder chose Molsheim as the company headquarters and production site in 1909, he frequently visited Paris, the center of the intellectual avant-garde. He spent pivotal parts of his professional and personal life here. Today Bugatti lives on in the spirit of Ettore Bugatti at the recently inaugurated, new showroom in Neuilly-sur-Seine — situated only 500 meters from where Ettore Bugatti spent his last days in 1947.

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[2] Chiron 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

[2] Chiron 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