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BUGATTI CHIRON PUR SPORT — START OF THE US ROADSHOW IN LOS ANGELES



Bugatti's newest hyper sports car starts its tour through the USA

After taking Europe by storm, the Chiron Pur Sport[1] is now continuing its exclusive journey in the United States of America. For its first of only eight appearances in the US, the impressive metropolis of Los Angeles was chosen. Here Bugatti customers and fans of the brand were able to admire the most agile member of the Chiron[2] family over the weekend.
Los Angeles — the city of stars and millionaires, the city of the film and music industry, the city of the Walk of Fame. What better starting point could the Chiron Pur Sport have chosen for its tour through the USA? In front of the breathtaking backdrop of downtown Los Angeles, the hyper sports car presents itself from its best side. After the world premiere in March had to be cancelled due to the Covid-19 pandemic, Bugatti customers on the other side of the Atlantic Ocean waited impatiently to finally see with their own eyes the latest hyper sports car of the French luxury car manufacturer.

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"We are delighted to finally be able to present the Chiron Pur Sport physically after months of delay due to Covid-19. The new driving dynamics offered by the Pur Sport are a game changer for North American buyers attracting both current Bugatti owners and new prospects", says Cedric Davy, Chief Operation Officer Bugatti of the Americas. "The team at both Bugatti Beverly Hills and Bugatti San Diego are proud to present the spectacular Chiron Pur Sport. The Pur Sport, born out of Bugatti's continuing driving force to design and build the best cars, has created one that can not only conquer the street, but also the most challenging of race circuits. Being Partners of Excellence we are truly honored to be an integral part of one of the most iconic automobile brands", says Tim O'Hara General Manager, Bugatti Beverly Hills.

After its stay in the City of Angels, the Chiron Pur Sport continues its journey through Southern California and then heads to the East Coast to the Hamptons, Greenwich, New York and Florida, where it is awaited with great anticipation. With its optimized aerodynamics, shorter gear ratio and completely new tires, the Chiron Pur Sport is considered the most agile member of the Chiron family. It costs 3 million euros net and is limited to 60 units. Production at the company's headquarters in Molsheim, France, will begin in the second half of 2020.

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[1] 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