MOLSHEIM
11/30/2021

BUGATTI RIYADH BECOMES MARQUE'S NEWEST MIDDLE EASTERN SHOWROOM



New Bugatti Riyadh showroom in Saudi Arabia opened in partnership with SAMACO Automotive ahead of regional drives in Riyadh.

Ever since the introduction of the trailblazing Veyron in 2005, customers in Saudi Arabia have been drawn to Bugatti — seduced by its performance, luxury and exclusivity. The Kingdom has grown — as Bugatti has evolved — into one of the largest markets for the world's most exclusive hyper sports cars. Today, in partnership with SAMACO Automotive, the magic of Bugatti ownership in Saudi Arabia is more accessible than ever with the launch of Bugatti Riyadh, one of the largest Bugatti showrooms in the world.

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The flagship site is nestled within one of Riyadh's most sought-after districts, perfectly placed, and meticulously designed, to house some of the most advanced hyper sports cars ever created. During a special launch event hosted November 16th, two of Bugatti's latest creations, Chiron Pur Sport and Chiron Super Sport, were the guests of honor.

As with any of Bugatti's global partners, the new Riyadh showroom provides visitors with the special brand experience that customers and guests enjoy at Bugatti's headquarters in Molsheim, France. The contemporary presentation is dominated by cutting-edge design and fine materials, with distinctive lines and clear surfaces reminiscent of Bugatti hyper sports cars.

Hendrik Malinowski, Bugatti's Managing Director for Sales and Marketing said: ''Saudi Arabia has historically been one of the strongest markets for us. So, to be able to establish a magnificent presence in Riyadh, with the help of our partners at SAMACO Automotive, is a remarkable milestone that we have been looking forward to. Saudi Arabia will only grow in importance as a hub for international trade and as a vibrant, prosperous society. And as it grows, we too will continue to thrive.''

Sheikh Mohammed Raffa, CEO of SAMACO Automotive, commented: ''Bugatti's creations are without equal. I am thrilled to welcome the brand to the Kingdom of Saudi Arabia and our capital city, Riyadh, which is already home to many of Bugatti's passionate enthusiasts and customers. I have no doubt that this is the beginning of a long and prosperous partnership between us, and we have many exciting plans to instill the magic of Bugatti across the region which will see the brand's presence grow significantly.''

Bugatti hosted its very first drive event in Saudi Arabia, as customers explored the dynamism of the Chiron Pur Sport on the coastal roads of Jeddah and the rolling horizons around the city of Riyadh. Bugatti also chose Saudi Arabia as the Middle Eastern location to debut the Chiron Sport 'Les Legendes du Ciel' — an exclusive edition paying homage to legendary French pilots central to Bugatti's history and enduring legend.

In the coming days, Bugatti Riyadh will invite luminaries of the Kingdom to experience the Chiron Pur Sport and the Chiron Super Sport as part of an exclusive event, where clients will have the opportunity to experience the spectrum of performance of the Chiron[1] family.

As the most agile Chiron, the Pur Sport is built to conquer corners, and to do so with the utmost composure. A tuned chassis combined with dynamic torque vectoring perfectly complement the 1,500PS 8.0-liter W16 engine — always the beating heart and most visceral aspect of the hyper sports car.

The Chiron Super Sport can cover ground like no other automobile. With a top speed of 440 km/h it is the fastest Bugatti production vehicle, thanks in large part to the completely revised 8.0-liter W16 engine, which produces 1,600 PS. This state-of-the-art marvel of engineering is housed within the hyper sports car's ''longtail'' bodywork — extended by approximately 25cm for optimal airflow — creating a combination that knows no equal when it comes to automotive longitudinal performance.

In addition to the grand opening of the showroom, Bugatti Riyadh was also out in force at one of the premier automotive gatherings in the region: the Riyadh Car Show. With a global and regional audience of Bugatti customers and enthusiasts in attendance, the Chiron Sport, Pur Sport, Super Sport and Bolide stood proud alongside some of the world's leading brands.

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[3] Chiron: 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

[3] 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

[3] 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