MOLSHEIM
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BUGATTI SUMMER ROAD SHOW IN SAINT-TROPEZ



Bugatti is offering exclusive test-drives in the Chiron Pur Sport and Chiron Sport as well as a first look at the new Chiron Super Sport in one of Europe's most renowned summer destinations.

Picturesque bays, crystal clear waters, and an international clientele — the coastal town of Saint-Tropez on the Côte d'Azur is the ideal place for the French luxury brand, Bugatti, to showcase its current hyper sports cars to existing and potential customers during an exclusive Summer Road Show.
By invitation only, Bugatti is inviting guests to dynamically experience and test-drive the Chiron Pur Sport and Chiron Sport from mid-July to mid-August. ''We are delighted to be able to welcome our customers here to the French Riviera — exactly where they enjoy spending their time in the summer,'' says a thrilled Guy Caquelin, Regional Director, Europe, at Bugatti.

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Following a briefing given by official Bugatti drivers, the test route takes the customers around Saint-Tropez, through Ramatuelle, and past Pampelonne Beach. The test-drive lasts for approximately an hour.

The Chiron Pur Sport was systematically designed with agility, handling, and driving performance in mind and is especially dynamic in corners. The 8.0-liter W16 engine with 1,500 PS and torque of 1,600 newton meters achieves its rated power output at between 6,700 and 6,900 rpm, while its maximum shift speed is 6,900 rpm — significantly higher than that of the Chiron. Thanks to a 15 percent shorter transmission ratio, the Chiron Pur Sport accelerates even faster and more powerfully than a Chiron — it takes just 2.3 seconds to go from 0 to 100, rather than 2.4 seconds, accelerates from 0 to 200 in just 5.5 seconds and from 0 to 300 in less than 12 seconds. Its top speed is limited electronically at 350 km/h.

Interested parties can experience the Chiron Sport as another highly dynamic hyper sports car. The dynamic handling package featuring a toned chassis with sports tuning and dynamic torque vectoring increases the vehicle's transverse dynamics on winding roads like those on the Côte d'Azur.

Guests of the French luxury brand can experience the Chiron Super Sport[1], which was only recently publicly unveiled, initially only statically. Bugatti uncompromisingly developed the Chiron Super Sport for top speed, without neglecting luxury and comfort. Thanks to its optimized aerodynamics with an extended rear, the Chiron Super Sport stands out as its own character within the Chiron family. Its W16 engine delivers output of 1,600 PS and a top speed of 440 km/h. Bugatti will soon begin with the manufacture of the Chiron Super Sport in Molsheim. Delivery of the new hyper sports car with a price tag of 3.2 million euros (gross) is scheduled for early 2022.

In the special Bugatti Road Show Truck featuring hospitality, a configuration lounge, and a roof terrace, customers can explore the world of Bugatti in detail and design their new vehicle together with a designer and a sales consultant. ''For a successful Bugatti customer experience, we are also working closely with the local authorities, tourism companies, luxury hotels, and restaurants, all of which are delighted to welcome our brand and our customers and turn our summer event into an event for the whole region,'' explains Guy Caquelin. ''We are delighted that the Bugatti Summer Road Show is being so well received and has already established itself as a highlight in our annual events calendar,'' Guy Caquelin continues. All the vehicles are disinfected whenever there is a change of drivers and all the surfaces of the Bugatti Show Truck are likewise regularly disinfected. The staff present are vaccinated and tested daily. Masks are compulsory in the truck and vehicle.

The coastal town within the Provence-Alpes-Côte d'Azur region in southeastern France remains popular with the international ''jet set'' to this day — just like the color of the Bugatti Chiron Pur Sport's paintwork, Bleu Agile.

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[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 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