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‘L’ULTIME’: CELEBRATING THE END OF THE INCOMPARABLE CHIRON ERA



Since 2016, the Bugatti Chiron has remained an incomparable icon of hyper sports car performance. Limited to just 500 units, the final Chiron has now been hand-assembled by the craftspeople in Molsheim; a vibrant piece of bespoke art known as ‘L’Ultime’. This final farewell to Chiron marks the closing of an extraordinary era of performance

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that saw it become the first 1,500 PS roadgoing car as well as the first production car to surpass 300 mph. And just as it entered the world with spectacular elegance and power, so too does its production end, on the cusp of an all-new Bugatti era.

This final Chiron[1] masterpiece — a Super Sport — beautifully reinterprets the car that took center stage in Geneva some eight years ago, exquisitely reminiscent in style and visual identity. When it first wowed the world back in 2016, the color split of 'Atlantic Blue' with 'French Racing Blue', intersected by a sweeping C-line milled from hand-polished aluminum alloy, was unlike anything seen in the automotive world before. For this 500th and final Chiron, the Bugatti Sur Mesure team reimagined the original design with a mesmerizing interplay of fading colors and a tribute to all the places where the car has spread its magic since 2016.
Symbolizing the brand's prowess and the evolution of it's craft and savoir-faire in the past eight years, the two colors that adorn this special Super Sport — a distinctively created fading 'French Racing Blue' and an 'Atlantic Blue' — now seamlessly blend with each other, merging to create an arresting side-on visual that is accentuated by the colored wheels mirroring the front and rear shades. A tailored blue Bugatti macaron, exclusively designed and developed for this farewell edition, sits proudly within the grille. In a spectacular flourish, adorning its bodywork are hand-written places and events that helped to build the legend of the Chiron. Inspired by the philosophy of 'bullet speed' — a blurring of vision at high speeds — this unique Chiron Super Sport[2] hints at its incomparable top speed, even at a standstill.

The aesthetic form of the Super Sport came to life when the Sur Mesure team at Bugatti and the customer decided to create an homage to this important moment in Bugatti's history, retracing the most incredible milestones of the Chiron as well as celebrating the most important moments in the brand's history, in-turn bringing to life the journey of the Chiron model, from its debut in 2016 to the present day.

Since its breathtaking global debut in Geneva eight years ago — revealed as the most powerful, fastest and luxurious car in the world — the Chiron has withstood the test of time, remaining at the pinnacle of automotive craftsmanship and performance. Channeling the DNA of Bugatti and encapsulating the brand's 'Form Follows Performance' ethos, the Chiron has pushed boundaries, set benchmarks that were previously unimaginable and re-written so-called automotive norms across a critically-acclaimed family line-up that includes the Chiron, Chiron Sport[3], Chiron Pur Sport[4] and Chiron Super Sport in additon to special editions like the Chiron Super Sport 300+[5] and Les Légendes du Ciel.

This captivating legacy flows across the sides of the unique Super Sport in pure content composition: the launch in Geneva, appearances at Chantilly, testing phases at the Paul Ricard circuit and the 300 mph run at the Ehra-Lessien testing track. And, of course, the historic Bugatti home in Molsheim as well as the iconic Château Saint Jean and Cape Canaveral, where a number of customers have experienced the Chiron's top speed performance.

Celebrating the very last Chiron, the hand-written number '500' — gracing the exterior, the wheel caps and rear wing — is also engraved onto the engine cover housing the magnificent Bugatti W16 powertrain. Simultaneously, it marks another milestone in the Bugatti journey of more than 115 years; another 500 incomparable works of art, inspired by Ettore Bugatti's original vision, in the world to be enjoyed for generations to come.

Forming an unwavering bond to the wonderful artistry exhibited across the Super Sport is craftsmanship of the highest order, exquisite details that bring the Chiron's eight-year timeline to life. The French flag, representing the birthplace of the brand and the car, is fittingly applied to the mirror wings. The Super Sport's grille is finished in the brand's now iconic 'Atlantic Blue' and a special horseshoe mesh has been crafted with centered stripes.

The use of the '500' seamlessly transitions from the outside to within, adorning a Chiron cabin that matches the bespoke nature of the car's exterior. Here, a carbon fiber symphony unfolds for both the driver and passenger connecting the luxurious 'Deep Blue' leather and 'Blue Carbon Matt' high-tech finishes with hints of the iconic Bugatti 'French Racing Blue' shade. Intricate, hand-woven 'Deep Blue' leather that is hand-cut, hand-stitched and applied to each door panel offers this final Chiron the quintessence of excellence and timelessness, symbolizing peerless craftsmanship since the Chiron's unveiling in 2016.

"The Bugatti brand is built not only on pure performance but on absolute craftsmanship, sophistication and elegance, forming the very pinnacle of the automotive sphere. This very special Super Sport — the final masterpiece in the era-defining Chiron family — embodies those values, sublimely connecting such incomparable core attributes with ease and purpose.

"With this bespoke work of art, we have retraced the Chiron's majestic eight-year journey with unforgettable moments that have taken place throughout the world, creating legions of fans for the Chiron, not to mention its countless industry-first breakthroughs and unique world-first achievements. This 500th and final Chiron model is a fitting farewell that captures a defining legacy that will forever be etched in automotive history and paves the way to a bright new chapter, starting with the production of the Bolide and the W16 Mistral and continuing with the unveiling of our new model in June."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

In every gleaming detail of the Chiron Super Sport masterpiece, Bugatti reaffirms its place as the paragon of automotive excellence, completing a circle with the Chiron hyper sports car family that commenced in 2016. The brand is now ready to write a new chapter of unmatched performance, luxury immersed in excellence, and tailored craftsmanship using the finest materials and the most extraordinary savoir-faire.

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[2] 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

[2] 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