MOLSHEIM
7/1/2021

BUGATTI CHIRON PUR SPORT HITS U.S. MARKET WITH HUGE SUCCESS



The United States reinforces its position as Bugatti's largest single market.

As the United States prepares to celebrate the nation's Independence Day on July 4th, Bugatti reflects on the brand's success in 2021.
North America has become the leading region for the first time — a title historically held by Europe — as new orders for the first half of the year are up seven times in the market when compared to 2020.

''These excellent results are, in large part, due to our engaged dealer network in North America,'' said Cedric Davy, Chief Operating Officer of Bugatti of the Americas. ''Following the virtual debut of the Chiron Pur Sport[1], we brought the car to dealers across the region, where they were able

2026 BUGATTI AUTOMOBILES S.A.S.

to demonstrate the qualities of a completely new offer from Bugatti — a vehicle focused on agility and even faster acceleration, rather than top speed. In fact, 70% of Pur Sport orders came from customers who are new to the brand.''

In addition to notable sales of the Pur Sport, the new Chiron Super Sport[2] announced on June 8 has already generated significant interest from North America, confirming Bugatti is poised for a record 2021 in the market.

As events start to resume again in North America, Bugatti looks forward to being able to host its clients and share more memorable moments together.

---

[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

[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