MOLSHEIM
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CHIRON REACHES HALF-WAY POINT



Bugatti reports 250th order.

- Total production to remain strictly limited to 500 vehicles
- Europe in the lead as regards orders
- The first vehicles are delivered to customers at the same time as the Geneva International Motor Show
- Test drives for customers to start at the end of March
- Bugatti exhibits new exposed carbon fibre colour ''Bleu Royal'' at the Geneva International Motor Show

One year after the world premiere of the Chiron[1] in Geneva, Bugatti draws a positive balance. Half of the total series of 500 vehicles have already found a buyer — even without test drives. At the end of March, the French super sports car brand is inviting its customers to a central test drive event. With 37 percent of all sales, Europe is the strongest region, as was the case with the Veyron, followed by North America with 30 percent of orders to date. The Middle East, with 26 percent, is another key traditional market for Bugatti. Within the next few days, the first vehicles are to be delivered to customers. At this year's Geneva International Motor Show

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(9 to 19 March 2017), Bugatti is showing a Chiron produced for a customer in the new exposed carbon fibre colour ''Bleu Royal''. The luxury brand from Molsheim is a market leader in terms of the variety of colours and the quality of visible carbon.

Wolfgang Dürheimer, President of Bugatti Automobiles S.A.S., drew a positive balance concerning the past 12 months before the start of the motor show. ''The Chiron got off to a fantastic start with its tremendous world premiere here in Geneva last year,'' he said. ''Over the months that followed, we kept our foot on the gas, started series production and are now delivering the first vehicles to our customers.''

''The fact that we have already taken orders for half of the Chiron series even without test drives so far bears witness to the great confidence of our customers in our brand and its strong aura,'' Dürheimer added.

At this year's Geneva International Motor Show, Bugatti is exhibiting a Chiron produced for a customer from the German-speaking region. The customer even spent one day in the Atelier in Molsheim working on his car.

The entire exterior features the new exposed carbon fibre colour ''Bleu Royal''. Customers can now choose between a total of eight carbon colours for their Chiron: Black, Grey, Turquoise, Blue, Green, Brown, Red and now also Bleu Royal. For the interior of the Chiron on show in Geneva, the customer opted for a duotone variant. Leather in two different tones of blue, ''Deep Blue'' and ''French Racing Blue'', was used.

Bugatti has booth no. 1159 in Hall 1.

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[1] 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