

EUROPEAN ROADSHOW: MANCHESTER WELCOMES THE CHIRON PUR SPORT



Bugatti Manchester designed a pop up showroom to present the newest member of the Chiron family.

Extremely sporty but still a piece of art – the new Chiron Pur Sport¹ is an uncompromising hyper sports car representing the French brand's strive for perfection and technological innovation. It has a lot in common with the latest stop on its European Roadshow: Manchester. The English city counts as the northern capital of innovation and art, a major cultural hub known for its music and extensive libraries as well as its beautiful Victorian buildings. And let's not forget its glorious sporting background, being the home of two of the biggest English football clubs. The Chiron Pur Sport was definitely in its element when visiting Manchester — poised in front of the all new modern National Football Museum adjacent to the historical infamous Printworks

and Corn Exchange buildings, this city demonstrates the Bugatti tradition of combining history with innovation.

Upon arrival the Bugatti Pur Sport was welcomed to the dealership with a window graphic stating that the Manchester showroom plans to open in January 2021. The Chiron Pur Sport was made to feel at home in a pop up showroom where it joined its brother, the Chiron Sport² and also the Bugatti Veyron.

“Our team based here in the heart of Cheshire were delighted to present a car as impressive and unique as the Pur Sport and to be associated with one of the most iconic and exclusive brands in the world. We have already built up a great relationship with our new colleagues at the home of Bugatti in Molsheim and intend to become one of their leading dealers”, Managing Director Jon Crossley explains. Although the official showroom opens in 2021, the aftersales facility is already fully operational for existing owners throughout the North of England.

With its optimized aerodynamics, shorter gear ratio and completely new tires, the Chiron Pur Sport is considered the most agile member of the Chiron³ family. It costs 3 million euros net and is limited to 60 units. Production at the company’s headquarters in Molsheim, France, will begin in the second half of 2020.

¹ 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