

# EXCLUSIVE EUROPEAN ROADSHOW: THE CHIRON PUR SPORT IN FRANKFURT AND MUNICH



**Two last stops in Germany before the newest member of the Chiron family continues on its tour to Switzerland.**

The Chiron Pur Sport<sup>1</sup> is currently on tour across Europe. For its last two appearances in Germany, it chose another two impressive cities. After Hamburg and Düsseldorf, customers were able to admire the most agile member of the Chiron<sup>2</sup> family in Frankfurt and Munich. On the one hand, there is Frankfurt with its famous skyline and cosmopolitan flair in the banking center of Germany. On the other hand, there is Munich with its historic old town and luxury lifestyle. The new Chiron Pur Sport shines in both environments. The Dörr Group, one of the top sports car dealers in Germany, is responsible for both locations. "Since 2011, Frankfurt

is our main site, but for a brand like Bugatti, the location in Munich is particularly important. The purchasing power in southern Germany is enormous and the customer feedback for the Chiron Pur Sport exceeded our expectations, "explains Rainer Dörr, owner of the Dörr Group. The location in Munich is unique in the world, since it is both, a boutique and a showroom. Together with Frankfurt, the Dörr Group is the second strongest Bugatti dealer partner worldwide.

With its optimized aerodynamics, shorter gear ratio and completely new tires, the Chiron Pur Sport is considered the most agile member of the Chiron 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.

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<sup>1</sup> 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