EXCLUSIVE EUROPEAN ROADSHOW LEADS THE CHIRON PUR SPORT TO HAMBURG

Hamburg showroom presents the latest Chiron family member.

Since its world premiere in March, customers and fans around the world have been impatiently waiting to admire the Chiron Pur Sport[1] live. After Paris and London, the newest member of the Chiron[2] family is now heading to Northern Germany. The next stop of the exclusive European roadshow is the city of Hamburg.
Precise, agile, extreme — when coming out of curves, the Chiron Pur Sport seems to be flying. Therefore, Bugatti's official showroom in Hamburg, located near the airport, is the perfect place to be. Bugatti Hamburg has been represented by the Kamps Group since 2009, a successful player in the automotive business for more than 60 years and an expert in super sports cars and

luxury automobiles. Hamburg is one of four dealer locations in Germany. Being the northernmost Bugatti partner in Europe, its customer base ranges from the north of Germany to Scandinavia. Equipped with exclusive furniture from the Bugatti Home Collection, the showroom offers an ambience in the unmistakable style of the Bugatti brand, where customers can finally see the Pur Sport with their own eyes after its world premiere at the Geneva Motor Show had to be canceled due to the Covid-19 pandemic.

''We are always amazed at how Bugatti manages to push the physical boundaries of the automotive world. The Chiron Pur Sport is a vehicle with an entirely new focus and in terms of agility, handling and acceleration on a completely different level. The feedback from customers is fantastic, ''says Gregory Düdden, Brand Manager Bugatti Hamburg.

Far-reaching technical changes, a shorter gear ratio, completely new tires and innovative aerodynamics make it the most agile Bugatti ever. The Bugatti Chiron Pur Sport costs three million euros net and is limited to 60 units. Production at the headquarters in Molsheim, France, will start 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