MOLSHEIM
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EXCLUSIVE EUROPEAN ROADSHOW: THE CHIRON PUR SPORT EXCITES SWITZERLAND

The most recent and most extreme Chiron was presented in Zurich.

The Chiron Pur Sport[1] inspires its audience wherever it goes. After successful appearances in four German cities, the most agile Chiron has now been presented for the first time in Switzerland. On a spacious area of 120 square meters, customers had the chance to see the newest member of the Chiron[2] family in the Zurich showroom.
Switzerland has always been one of the strongest markets for the French luxury brand. The picturesque city on Lake Zurich plays a very special role, Schmohl AG opened the very first Swiss Bugatti showroom in the Zurich Glattpark, in 2005. Since then, customers rely not only on the many years of expertise of the workshop team, but also on CEO and member of the

Schmohl AG's Board, Christoph Haas and Brand Manager Catherine Noël, who was awarded the title "Best Performing Brand Manager" for her impressive performance and particularly successful results.

The extreme power of Chiron Pur Sport, especially on winding roads, is very impressive. ''The latest derivative "Pur Sport" shows the Bugatti Chiron as an extreme hyper sports car. Distinctive design elements, like the fixed rear wing and wider air inlets, clearly differentiate the "Pur Sport" from the Chiron and the Chiron Sport. An exciting extension to the Bugatti spectrum of performance,'' says Managing Director Christoph Haas.

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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[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