

EXCLUSIVE US ROADSHOW - THE CHIRON PUR SPORT CONTINUES ITS JOURNEY THROUGH CALIFORNIA



The Bugatti Newport Beach dealer presents the newest hyper sports car from Molsheim in Orange County.

After months of waiting, the Bugatti Chiron Pur Sport¹ has finally arrived in the United States. Over the next few weeks, the hyper sports car will travel across the country to give customers and fans of the brand the opportunity to admire the vehicle up close. Latest display: Irvine, Orange Country.

After a successful start to the U.S. Roadshow in Los Angeles, the new Bugatti Chiron Pur Sport is now visiting Orange Country — home to miles of beaches, impressive properties along the coast and a harbor full of luxurious yachts. Bugatti Newport Beach, who became a dealer of

the French luxury car manufacturer in late 2018, recently relocated from Newport Beach to a brand new and larger showroom in Irvine, CA. The close proximity to the Pacific Coast Highway (PCH) makes it the ideal starting point for exotic and hypercar enthusiasts, to head to one of the many car shows organized in the area on weekends. "We were honored to have recently hosted the Chiron Pur Sport at Bugatti Newport Beach. Our customers are looking forward to our driving event, as it will demonstrate how well suited the vehicle is, not only for our customers lifestyles, but their driving styles as well," says Rick Ahumada, Bugatti Newport Beach brand manager.

"With beautiful weather year-round, the Car Culture takes a whole new meaning in Southern California and we are pleased to have recently appointed Newport Beach as an authorized Bugatti Dealer," says Cedric Davy, Chief Operating Officer, Bugatti of the Americas. "Their long time involvement and support of the car community is well-known and has already generated great results for the brand in their market."

Newport Beach is the third of only eight appearances in the U.S. The Chiron Pur Sport will then head to the East Coast, making stops in Connecticut, New York and Florida. With its optimized aerodynamics, shorter gear ratio and completely new tires, the Chiron Pur Sport is considered the most agile member of the Chiron² family. It costs 3 million euros (\$3,599,000 in North America) net and is limited to 60 units. Production at the company's headquarters in Molsheim, France, will begin in autumn 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