

FINALE OF THE EUROPEAN ROADSHOW IN GSTAAD



Last presentation of the Pur Sport in Europe before heading to the US.

A few weeks ago, Bugatti kicked off an exclusive European Roadshow to present the new Chiron Pur Sport¹ in some of Europe's most beautiful cities. The extreme hypercar was enthusiastically received. Now the most agile member of the Chiron² family is ending its trip through Europe with a spectacular finale at the border of the Swiss Alps: in the idyllic village of Gstaad.

In this noble Swiss town, known for its exclusive châteaux and as a meeting place for the international jet set, Pichler GFG AG, one of three official Bugatti partners in Switzerland, will host this last presentation on European soil. The official Gstaad showroom attracts fans and customers in the middle of the town's promenade next to elegant boutiques and glamorous hotels. "Surrounded by winding mountain roads, Gstaad is the perfect location to fully enjoy a ride with a hypercar as agile and performant as the Chiron Pur Sport. Each and every expert belonging to our team is proud to work for the prestigious Bugatti brand. We are celebrating the end of a highly successful roadshow at a very special place with an incredible car", declares CEO of Bugatti Gstaad, Chris Schenk.

After Europe, soon clients all over the USA will get the chance to admire the French hypercar. 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.

¹ Chiron Pur Sport: WLTP fuel consumption, l/100 km: low phase 44.56 / medium phase 24.80 / high phase 21.29 / extra high phase 21.57 / combined 25.19; CO2 emissions combined, g/km: 571.64; efficiency class: G