MOLSHEIM
10/8/2020

# FIRST DRIVES IN THE BUGATTI CHIRON PUR SPORT



## Customers test drive the most agile member of the Chiron family for the first time.

More than one and a half years of focused work, countless hours of development work, and over 50,000 test kilometres on race tracks and public roads. Now the first journalists and Bugatti customers can drive the new Bugatti Chiron Pur Sport[1] for the first time — on the race track and on public roads.
"Despite the incredible challenges of the past few months due to the COVID-19 lockdown, we are on schedule and can now finally show Bugatti customers how the new Chiron Pur Sport feels," says Stephan Winkelmann, President of Bugatti. "You have to experience this hyper sports car for yourself and feel what's special about it in order to be able to appreciate the unbelievable work of the entire team. Our customers can therefore push the Chiron Pur Sport to its limits on the Bilster Berg race track and then experience its everyday usability on public roads."

2026 BUGATTI AUTOMOBILES S.A.S.

With the Chiron Pur Sport, Bugatti is expanding its portfolio with a roadworthy hyper sports car that offers extraordinary driving characteristics. The Chiron Pur Sport is systematically calibrated for agility, handling, and driving performance and drives particularly fast in bends. This makes it the ideal vehicle for drivers who like to experience cornering at the limits of lateral dynamics.

## MAJOR MODIFICATIONS IN VARIOUS AREAS

This is made possible by major modifications in the areas of the drive system, chassis, and aerodynamics. The 8.0-litre W16 engine with 1,500 hp and 1,600 newton metres of torque revs 200 rpm higher and now achieves its rated output between 6,700 and 6,900 revs; the maximum switching speed is 6,900 revs. Thanks to a 15 percent shorter transmission ratio, the Chiron Pur Sport accelerates even faster and more intensely than a Chiron$^2$. It is now possible to accelerate from 0 to 100 in only 2.3 seconds instead of 2.4 seconds, and from 0 to 200 in 5.5 seconds instead of 6.1 seconds. Moreover, it accelerates in sixth gear from 60 to 120 km/h in 3.4 seconds instead of 7.4 seconds. The maximum speed is electronically limited at 350 km/h.

"We have set this value because we were able to adapt the chassis and aerodynamics to agility and handling even more uncompromisingly," explains Stefan Ellrott, Head of Development at Bugatti. Thanks to a much more negative camber, harder springs and bearings, and extremely grip-optimised Michelin tyres, the Chiron Pur Sport offers even more adhesion and therefore greater agility in lateral acceleration. To integrate the negative camber settings, the engineers developed new ball joints and adapted all associated components. Over a large number of test kilometres, the engineers decided on harder springs, which now offer the best compromise between sportiness, traction, and driving comfort.

A flat front with a large front splitter, wider air intakes, wheel arch ventilation, longer diffuser, and a fixed 1.9-metre-wide rear wing ensure more downforce. Engineers also minimised the weight of the new hyper sports car by 50 kilograms. "The Chiron Pur Sport drives more aggressively on bends, accelerates faster thanks to the extensive new developments, and offers more downforce and therefore exceptional traction up to the top speed," explains Stefan Ellrott.

Added to this is the new ESC Sport+ mode. It intervenes much later in the ESC and allows more slip, thereby enabling controlled drifts and a greater drift angle. Drivers are able to control the Chiron Pur Sport very spectacularly using their accelerator foot. "With the Chiron Pur Sport, we have developed an extremely precise hyper sports car for the race track and country roads. It provides maximum driving pleasure on all routes. I am delighted that the first Bugatti customers can now share this experience with us.," says Stefan Winkelmann.

The standard version of the Chiron Pur Sport, which is limited to 60 units and comes with a price tag of three million euros (net), is now being produced in Molsheim, France.

**Press Contact**
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com

[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