NEW YORK INTERNATIONAL AUTO SHOW 2018



Following the successful world premiere of the Chiron Sport[1] at the Geneva International Motor Show three weeks ago, the new Sport version of the 1,500 PS super sports car Chiron[2] is now visiting the Big Apple. At the New York International Auto Show, which is being held from 30 March to 8 April 2018, Bugatti is showing the Chiron Sport in North America for the first time. With unchanged power and performance data, the Chiron Sport offers significantly improved handling and even greater agility. For this purpose, Bugatti has developed a dynamic handling package and reduced the weight of its car by about 40 pounds. As a result, the Chiron Sport reaches higher cornering speeds and can lap the Nardò handling circuit in the south of Italy five seconds faster than the Chiron. The main differences between the appearance of the Chiron Sport and the Chiron standard version are a new wheel design and new four-pipe exhaust deflector. The basic price of the Chiron Sport for the US market is US$3.26 million including transport, customs duties, taxes and fees. In addition, there is an optional colour and trim package allowing customers to individually tailor the sporty appearance of their Chiron Sport. It is planned to deliver the first vehicles to customers at the end of the year.

With almost 30 percent, the North American market is the second strongest region for Bugatti and the Chiron, after Europe. Bugatti has 14 dealers in North America, 12 in the USA and two in Canada.

2026 BUGATTI AUTOMOBILES S.A.S.

ABOUT BUGATTI

Bugatti Automobiles S.A.S. is the manufacturer of the ultimate production super sports car, the Chiron. With a power output of 1,500 HP, unprecedented for production vehicles, an exceptionally high torque value of 1,180 ft-lb between 2,000 and 6,000 rpm and a wide variety of technical innovations, the Chiron sets new standards in every respect. The Chiron is not only designed for maximum speed but also meets the highest possible demands in terms of luxury, comfort, everyday drivability and durability. The Chiron combines the best in all these areas which makes it the world's most complete super sports car and a unique concept.

Since it was established in 1909, Bugatti has had its headquarters at Molsheim, Alsace, where 450 Veyrons were hand-crafted from 2005 to 2015. The production of the Chiron started in the autumn of 2016. With 70 cars built and delivered to customers all over the world, Bugatti successfully closed the Chiron's first full year of production in 2017.

The French luxury brand, which has been part of the Volkswagen Group since 1998, employs about 300 people. With 34 dealers and service partners in 17 countries in Europe, North America, the Arabian Peninsula and Asia-Pacific, Bugatti is a global player.

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[1] Chiron 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