MOLSHEIM
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BETTER LATE THAN NEVER: THE BUGATTI CHIRON PUR SPORT ARRIVED IN GENEVA



After the cancellation of its world premiere in March, the Chiron Pur Sport was finally presented in the Swiss city.

After four months, one digital presentation and seven successful appearances in some of Europe's most beautiful cities, the Chiron Pur Sport[1] finally arrived in Geneva — the place where its world premiere had to be cancelled due to the Covid-19 pandemic. It is no surprise, that this special stop in Switzerland marked one of the highlights of the exclusive European Roadshow. Bugatti Geneva spared no effort to offer the most agile member of the Chiron[2] family a worthy stage. It is clear that this elegant and modern showroom and its team are 100% dedicated to the French luxury brand. ''With my team, we are focusing on being much more than a dealership. We truly offer private concierge service during the entire sales process as well as after the purchase.'' says General Manager of Bugatti Geneva, Frédéric Manfrini. ''The newest member

2026 BUGATTI AUTOMOBILES S.A.S.

of the Bugatti family, is geared towards agility in every sense of the word. Not only does it push the boundaries of what is physically possible, but it also makes the driving experience emotionally tangible. We can't wait for our customers to feel the pure passion of driving a car as extreme as the Pur Sport''.

Since its digital presentation in March, Bugatti enthusiasts all over the world have been admiring the Chiron Pur Sport. Now, through its 'live' presentations throughout the European Roadshow, customer interest has further increased, which is reflected by the positive feedback and excellent sales numbers.

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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[2] 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

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