

BUGATTI CELEBRATES PREMIERE OF THE CHIRON IN SOUTH-EAST ASIA



- Ceremonial unveiling of the world's most powerful, fastest, most exclusive and most luxurious production super sports car in Singapore
- Bugatti partner in South-East Asia, Wearnes Automotive, invites customers to exclusive private appointments
- Fans can admire the Chiron at the Formula 1 Grand Prix this weekend
- Singapore is Bugatti's hub in South-East Asia

On its world tour, the Bugatti Chiron is now visiting South-East Asia. Following its debuts in Europe and North America, the world's most powerful, fastest, most exclusive and most luxurious production super sports car was ceremonially unveiled in Singapore today. Over the past few days, Bugatti and Wearnes Automotive, Bugatti's dealer in South-East Asia, had presented the Chiron to customers at exclusive private appointments. The French super sports car will also be on display this weekend at the Formula 1 Singapore Grand Prix. Singapore is Bugatti's hub in South-East Asia. **

“With the presentation of the Chiron here in Singapore, Bugatti is honouring the special importance of the South-East Asia region for the brand,” said Dr. Stefan Brungs, Member of the Board of Bugatti Automobiles S.A.S. for Sales, Marketing and Customer Service. “Especially here in South-East Asia, there are a large number of super sports car collectors as well as Bugatti owners and brand ambassadors. Here, people show fantastic levels of appreciation and passion for groundbreaking performance and exclusive brilliance as well as enthusiasm for the Chiron. For us, it is a special pleasure to celebrate the premiere of the Chiron in South-East Asia with our highly esteemed customers and loyal fans who follow the Bugatti brand with such passion.”

“In Wearnes Automotive, we have a partner with the capabilities, the network and the passion we need to bring our business in South-Asia forward,” Brungs added. Wearnes Automotive has been the official dealer of Bugatti South-East Asia since 2006. The two partners recently agreed to continue this cooperation.

Pang Cheong Yan, Managing Director of the Prestige Division of Wearnes Automotive Pte Ltd, said: “Having officially renewed our dealership appointment with Bugatti, we are thrilled that the Bugatti Chiron has made its way to Singapore. It is truly the world’s most powerful, fastest, most luxurious and most exclusive production super sports car, and we are honoured to showcase the actual car for the very first time in Asia to an exclusive group of customers and guests here.”

For this special occasion, Bugatti and Wearnes Automotive have created a stylish and elegant Bugatti world in Singapore. In an ambience of Bugatti blue, not only the Chiron finds the perfect scenery. The presentation also focuses on exhibits and animations highlighting the extraordinary technical achievements and the elegant and aggressive design of the super sports car as well as the history of the brand.

This weekend, which will probably be the most eventful weekend in the Singapore calendar this year, the Chiron will be on show to fans and potential customers in the renowned Amber Lounge at the Singapore F1 Grand Prix. After that, the super sports car will be on display for a short time at the Bugatti Singapore showroom.

DEALER’S ADDRESS:

Bugatti Singapore Wearnes Square. 45 Leng Kee Road Level 2 Singapore 159103

¹ Chiron: WLTP consommation de carburant en l/100 km : basse 44,56 / moyenne 24,80 / élevée 21,29 / particulièrement élevée 21,57 / combinée 25,19 ; émissions de CO2 combinées, g/km : 571,64 ; classe d’efficacité énergétique : G