



## **BUGATTI CHIRON TO GO FULL THROTTLE ON THE WORLD FAMOUS GOODWOOD HILL**

**17<sup>th</sup> June 2016**

Goodwood Festival of Speed is delighted to announce that the car Bugatti call “the world’s most powerful, fastest, most luxurious and most exclusive production super sports car,” will be making its UK dynamic debut at the world’s most luxurious motoring celebration, now just one week away.

After its global premiere at this year’s Geneva International Motor Show, Festival of Speed visitors will to be able to get up close to this incredible car, named after Monegasque racing driver Louis Chiron, as it prepares to tear up the infamous Goodwood hill.

The Chiron is the latest generation of Bugatti ultimate super sports cars and is a completely new development. The sports car manufacturer from Molsheim, with its long tradition of combining luxurious design with high-performance, has taken the unique features of a modern Bugatti to a new level and developed a super-charged machine that has become significantly better in every respect. With a power output of 1,500HP, unprecedented for production vehicles, an exceptionally high torque value of 1,600Nm between 2,000 and 6,000rpm, and a wide variety of technical innovations, the Chiron sets new standards.

In its Top Speed mode, the car can reach a maximum speed limited to 261 mph for road use, but this is by no means the end of the road for the Bugatti Chiron. The super car is well-positioned to become the next world speed record holder and reach a maximum speed significantly above the record of 268 mph currently held by Bugatti.

The Chiron will be built at the company’s headquarters in Molsheim starting in late summer, and will be strictly limited to 500 units. The basic price is €2.4 million net. Advance orders have currently been received for more than 200 and the first vehicle is due to be delivered to a lucky customer this autumn.

“The Chiron is the perfect embodiment of this year’s Festival theme: ‘Full Throttle – The Endless Pursuit of Power’, says Wolfgang Dürheimer, President of Bugatti Automobiles S.A.S. “We are looking forward to presenting the Chiron to friends and fans of the Bugatti brand with its UK premiere at this long-standing event.”

Festival of Speed founder Lord March said, “I’m thrilled that Bugatti have chosen the Festival of Speed to give the fabulous new Chiron its UK dynamic debut. It’s certain to be an absolute star of the Michelin Supercar Run.”

(ENDS)

## **EDITORS' NOTES:**

**The Festival of Speed will take place from 23-26 June 2016.**

Tickets now available include Friday General Admission in limited numbers, Friday Grandstand Packages and Sunday Grandstand Packages. More information is available via [www.goodwood.com/tickets](http://www.goodwood.com/tickets) or via phone 01243 755055.

Staged every summer since 1993, the **Goodwood Festival of Speed** is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 600 cars and motorcycles spanning the phenomenal history of motoring and motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending. Highlights of the 2015 event, which took place on June 25-28, included the Moving Motor Show presented by the AA in association with The Telegraph, Forest Rally Stage, Michelin Supercar Paddock, Michelin Supercar Run, F1 paddock presented by Sky Sports F1, Drivers' Club presented by TAG Heuer, GAS Arena powered by TomTom Bandit, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

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