

# CLASSIC DRIVER

## [Meet Louis Chiron, patron of the new Bugatti supercar](#)

### Lead

Bugatti has revealed that its long-awaited Veyron replacement will make its debut at the 2016 Geneva Motor Show, and will be called the 'Chiron' after Louis Chiron, the historic company's most successful racing driver...

### A name inherently linked to Bugatti



"We want to make the best significantly better," says Bugatti's president Wolfgang Dürheimer of the new Chiron super sports car. For those who don't know, Louis Chiron was a racing driver who won almost every major Grand Prix for Bugatti in the 1920s and 1930s, and was commonly considered the best of his time. Who better, then, to act as patron of what Bugatti is calling "the most powerful, fastest and most luxurious" car ever produced. The Chiron is currently undergoing final testing, before its public reveal at the 80th Geneva Motor Show in March. Bring it on.

*Photos: Bugatti*

### Gallery



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