

## **Rationale**

Cars have always been a passion of mine, and I saw no better way of exploring this passion than through a written task. In Part 2 of the English Course, "Language and Mass Communication," I learnt how mass media uses language and images to inform and entertain and felt inspired to utilise this knowledge in the creation of a written task.

My task is a feature article from the Top Gear UK magazine's April edition that reviews the Bugatti Chiron, a newly revealed sports car that has been reported to have a very high chance of being the new fastest car in the world, allowing me to explore how audience and purpose affects the structure and context of texts.

The text's primary audience consists of regular British readers of Top Gear UK Magazine, as they are the individuals most likely to read this article, as it is published in said magazine. Its secondary audience comprises of British car enthusiasts who are interested in the Bugatti Chiron, as the use of jargon related to automobiles and racing, such as "hairpin," and the subject of the article will draw this group of people to the article. This task also explores media institutions and stereotypes as topics, by delving into the language used by magazines and exploring the stereotypes of people who purchase exotic cars.

In the article, I utilised allusion, alliteration, hyperboles and an informal register to inform readers of the car's overall excellence, through the use of a clear, paragraphed structure that relies on parallelism with adjacent pictures to better do so. In addition, the text aims at entertaining readers, by using self-deprecating humour, similes and hypophoras to engage the reader and entertain them.

**Rationale Word Count: 283 words**

A front-facing view of a bright blue Bugatti Chiron supercar. The car is parked on a paved surface in front of a stone archway. The car's distinctive features, such as the large black grille with the Bugatti logo, the four round headlights, and the side mirrors, are clearly visible. The text is overlaid on the center of the car's hood.

**THE NEW BUGATTI CHIRON HAS  
LANDED...AND IT IS QUICK.  
VERY QUICK.**

**WORDS: OLLIE MARRIAGE  
PHOTOGRAPHS: JOE WINDSOR**



**“Pressing down on the magnesium-dipped accelerator is like pressing the hyperspace button on the USS Enterprise”**



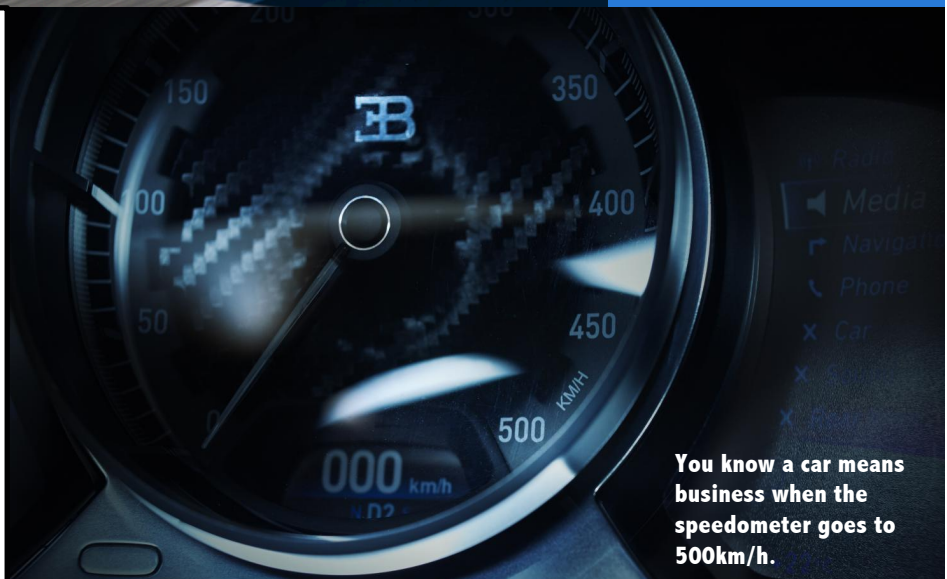
**The Chiron uses 82 LEDs to power the rear lights, all to keep Greenpeace off Bugatti’s back. Admittedly, they’re fighting a losing battle....**

**W**ould you like to take it for a drive?”

Suddenly, the world around me seemed to stop completely. It was unfortunate too, because my mouth was hanging agape and made me look like even more of a massive, idiotic buffoon. Wolfgang Dürheimer, Bugatti’s CEO, was still looking eagerly at me, with a massive smile on his face. After all, he had just unveiled what is likely to be, the fastest car in the world, the all new, Bugatti Chiron. And he had offered me a chance to have a go in it. What did I say? In a word, yes. In several, “Yes! Dear God, yes!”

A month later, the start of Volkswagen’s secretive Ehra Lessien test track was in my sight, just over the Chiron’s central console. This gargantuan track is made of two parts, a 5.5-mile straight and a proper, twisty racetrack with a 180° banked turn connecting it to the straight. Let’s get cracking. First off, the Chiron is a meeting point for some truly mind-bending numbers. 1500 horsepower. £1.9 million. 0-124mph in under 6.5 seconds. A top speed limited to 261mph, but capable of going beyond 270mph when let off its leash. With those dizzying statistics rattling in my head, I flung myself into the Chiron.

I shot off as soon as Bugatti’s boffins had moved away from the tyres, reaching 60mph in a blink of an eye. I was absolutely staggered by how fast this technological marvel jumped off the line. I drove the old Veyron a few years ago, a car with a 0-60mph time of just 2.5 seconds, but the Chiron is a whole different story. Pressing down on the magnesium-dipped accelerator is like pressing the hyperspace button on the USS Enterprise. To put the Chiron’s 0-60mph time into context, it would have reached 60mph long before you finished reading this sentence. Yep. That’s bloody fast. Bugatti hasn’t released the verified figure, but it looks within range of beating the current record holder for fastest accelerating production car, the Porsche 918, and that was a properly quick car. That’s what happens when you put an 8-litre W16 engine into a car weighing a mere 1995kg. >



**You know a car means business when the speedometer goes to 500km/h.**





The Chiron looks brilliant in black too...

The first hairpin corner came into view and I hit the brake, feeling the 4-stage hydraulic spoiler extend upwards to give me extra braking power. I flipped a paddle for the shift down to fourth. Shifting gears in the Chiron is incredible. Pulling the paddles on the steering wheel, is like firing a high calibre sniper rifle, it feels that precise and immediate. Even though this was a hairpin, I took it at 90 mph. In most cars, it would have cost my friends a fortune in white flowers. Not so much as a tremble from the steering wheel though.

My obituary isn't in the Daily Mail today because of the Chiron's handling mode. It lowers the car's suspension and activates the blown rear diffuser (which channels exhaust fumes out via the diffuser) to generate maximum downforce in the corners. Bespoke Michelin tyres were developed specially for the Chiron to help translate its power into motion. They work in conjunction with the rear spoiler to keep the Chiron planted in the corners, letting me take the hairpin flat out. The Chiron's carbon fibre monocoque provides the kind of torsional rigidity found in a Le Mans car, allowing it to eat up Ehra Lessiens's corners at warp speed.

With the scandal of Dieselgate still hanging over Volkswagen's head like a dark storm cloud, Bugatti has added 2 gigantic catalytic converters that reduce nitrous oxide emissions. Yes, because, a car that drains its entire fuel tank in 9 minutes at full chat could do with some of that. Speaking of fuel, mine was draining fast. >



The interior is very high tech, with 2 customisable screens adjacent to the rev counter

**Bugatti Chiron**

**Price: £1.9 million, Engine: 8.0-litre W16 with 4 turbochargers  
Stats: 1479bhp, 1180lb ft@ 2,000-6,000rpm, Transmission: Seven-speed paddle shift, AWD Speed: 261mph top speed (limited), 0-60 in less than 2.5 seconds, 0-125mph in less than 6.5 seconds Weight: 1995kg**





**“When this baby hits 261mph, you’re going to see some serious speed”**

I was blasting down the straight, having gone through the 180° bank, dangerously transfixed by how the speedometer’s blue needle kept climbing as fast as the Chiron was moving.

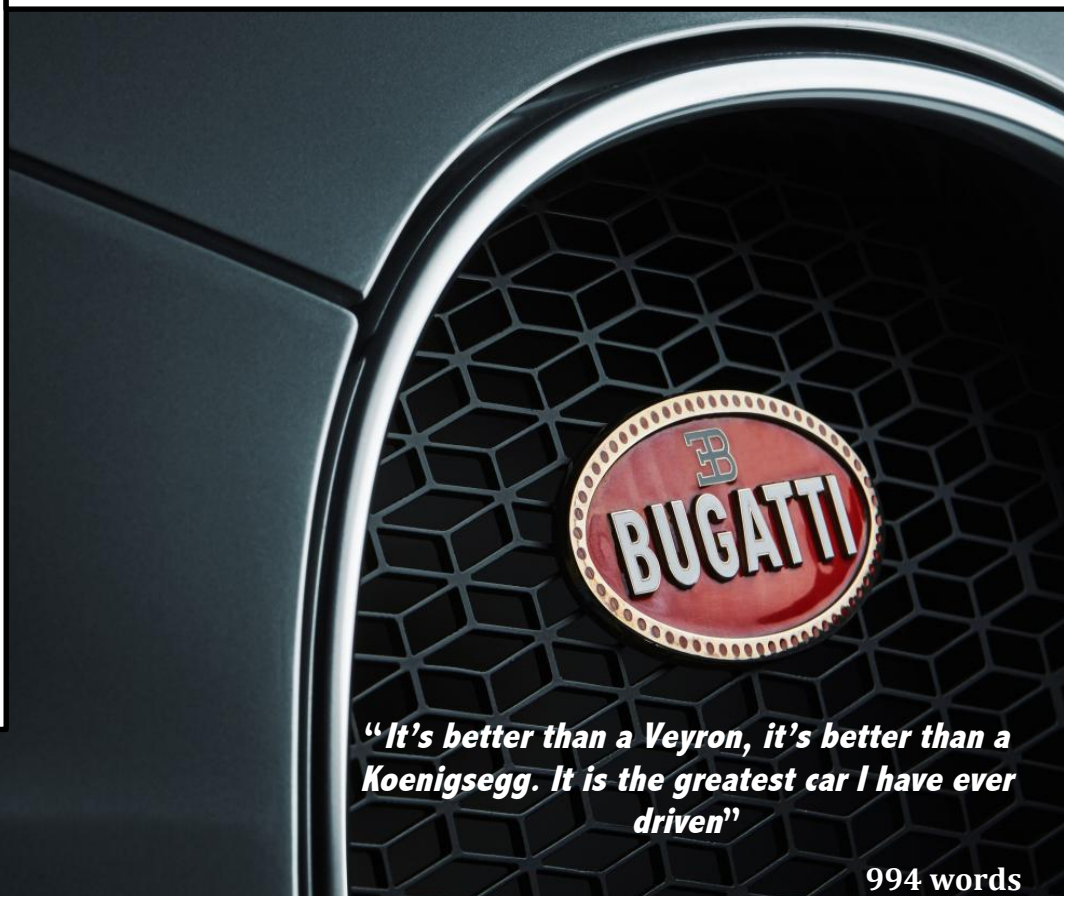
300kph. 400kph. Everything outside of those double glazed windows became a blur as the world started going backwards.

The needle hit the car’s limited top speed at 420kph, aka 261mph. Doc Brown was wrong, it’s 261mph that sends you back in time, not 88. And trust me, when this baby hits 261mph, you’re going to see some serious speed.

But the monumental speed of the Chiron is nothing compared to its braking. The new, massive carbon silicon carbide brakes do not fade and are far more effective than the traditional, puny carbon ceramic brakes. The world’s finer details snapped back into view as I hit the brake pedal, reaching nought in just 15 seconds. Despite the apparent brutality of this sudden stop, I felt nothing but the smooth titanium of the Chiron’s gear lever on my fingers. In fact, throughout the journey to 261mph, I didn’t feel a single bump or jerk. >

There’s good reason for that; as much money has gone into making the Chiron comfortable as it is fast, for the Russian oligarchs who buy them. The cabin is the epitome of luxury, from the stitched, napa leather seats to the carbon fibre trim that stretches across the dashboard. It’s even got a specially designed space behind the seats for Mr. Abramovich to place his suit when he drives off to watch his team at Stamford Bridge. The speakers hold actual jewels in them to make sure the billionaire driving the Chiron truly gets crystal clear sound quality. You haven’t truly heard Eric Clapton’s guitar riffs until you’ve been in the Chiron.

Jeremy Clarkson called the Veyron an “engineering hammer blow.” The new Chiron is a continuation of that insanity that the Veyron brought, but turned up to eleven. It’s better than a Veyron, it’s better than a Koenigsegg. It’s the greatest car I have ever driven. Pull down your Lamborghini and Ferrari posters. Say hello to your new bedroom wall poster. **TG**



**“It’s better than a Veyron, it’s better than a Koenigsegg. It is the greatest car I have ever driven”**

## **Bibliography**

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