



## Hispano Suiza debuts at the Goodwood Festival of Speed

- First day of Hispano Suiza at the Goodwood Festival of Speed in partnership with Michelin
- Luis Pérez-Sala, Hispano Suiza Driver Brand Ambassador and former Formula 1 driver, drove up the legendary hill behind the wheel of the Hispano Suiza Carmen
- The hypercar is fitted with Michelin Pilot Sport 4S tyres, delivering outstanding grip and high precision.

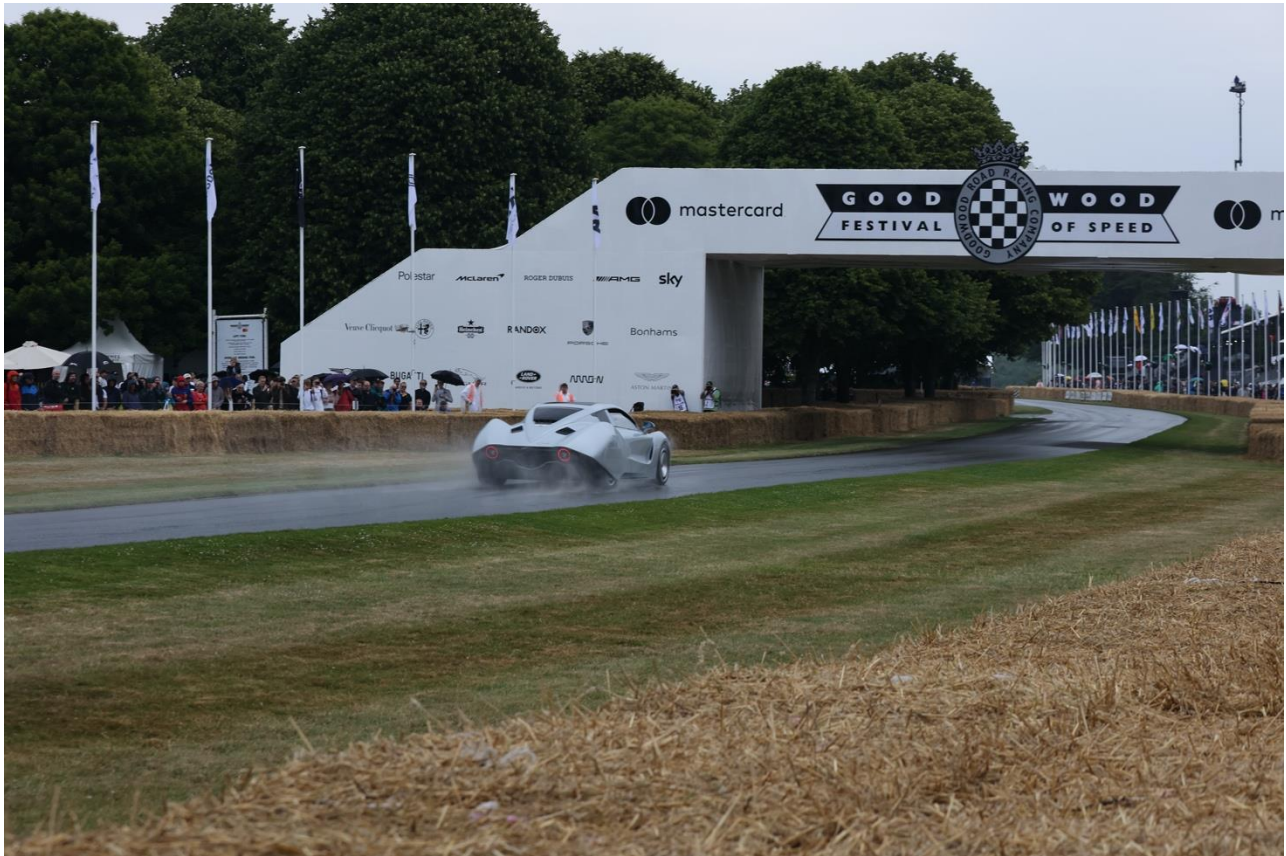


**Goodwood, 23 June 2022.** Hispano Suiza made its official debut at the Goodwood Festival of Speed today, one of the largest automotive events in the world. The iconic Spanish brand attended the event in the South of England, thanks to its partnership agreement with Michelin.

Hispano Suiza participates in the Goodwood Festival of Speed with the Carmen, the 750kW electric hypercar which heralded the return of the brand to the automotive world in 2019, equipped for the occasion with Michelin Pilot Sport 4S tyres.



Luis Perez-Sala, Hispano Suiza Ambassador and former Formula 1 driver, drove up Goodwood Hill for the very first time: “The hillclimb its very entertaining, full of fast bends and the slope is quite steep. The Carmen behaved very well, and I am looking forward to driving it again”. The iconic hypercar will take part in the hillclimb twice a day, with Spanish driver Pérez-Sala behind the wheel.



More than 100,000 spectators are due to attend the Goodwood Festival of Speed over the weekend and they will be able to admire the Hispano Suiza Carmen in the Michelin Supercar Paddock. Fans of the brand will be able to follow the live coverage of the event on the Marque's Instagram profile: @hispanosuizacarsofficial.

### **GOODWOOD HILLCLIMB – TIMINGS**

#### **Friday 24 June 2022**

12:20 h BST – 1<sup>st</sup> Hillclimb

17:45h BST – 2<sup>nd</sup> Hillclimb

#### **Saturday 25 June 2022**

12:20 h BST – 1<sup>st</sup> Hillclimb

15:20 h BST – 2<sup>nd</sup> Hillclimb

#### **Sunday 26 June 2022**

09:50 h BST – 1<sup>st</sup> Hillclimb

18:20h BST – 2<sup>nd</sup> Hillclimb



### About Hispano Suiza

*Hispano Suiza is a historic Spanish automotive brand owned by the Suqué Mateu family, now in its fourth generation. Hispano Suiza Automobile Factory S.A. was founded in Barcelona in 1904 by Damián Mateu, together with technical director and engineer Marc Birkigt, also a partner in the company.*

*Between 1904 and 1946, Hispano Suiza manufactured more than 12,000 high-performance luxury vehicles and 50,000 aircraft engines. Currently, with its headquarters, technical center and manufacturing plant located in Barcelona (Spain), it embodies a spirit that combines the pride of being a Spanish brand with a solid family legacy.*

*In 2019, the brand presented the Hispano Suiza Carmen, its new 100% electric hypercar, and a year later, it upped the ante with the Hispano Suiza Carmen Boulogne. In total 24 exclusive units will be produced.*

*In 2022, the first unit of Carmen Boulogne in the United States was delivered to collector Michael Fux.*

*Since its foundation, four generations of the Suqué Mateu family have preserved the brand, providing impetus and dynamism to maintain its significant heritage. Currently, Miguel Suqué Mateu, great-grandson of the brand's founder, is at the helm of Hispano Suiza as its Chairman.*

*Hispano Suiza is part of the Peralada Group, which represents the pinnacle of luxury dining and entertainment through its global portfolio of casinos, restaurants, hotels, golf courses, vineyards, music festivals and marinas.*

### Social Media Hispano Suiza



Media contacts:

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