



Barcelona, June 29, 2023

Hispano Suiza, official partner of the Goodwood Festival of Speed

- Hispano Suiza will be present at the Goodwood Festival of Speed, one of the most important events of the year for lovers of the world of motorsport.
- The brand will attend with the Hispano Suiza Carmen Boulogne and will present for the first time its renewed corporate identity.
- Luis Pérez-Sala, former Formula 1 driver and Hispano Suiza Ambassador, will drive-up the iconic hillclimb accompanied by renowned influencers from the world of motorsport.

Hispano Suiza will participate for the second consecutive year in the Goodwood Festival of Speed, one of the most important events in the automotive world, which brings together some of the most exclusive cars on the planet. Hispano Suiza is an official *partner* of this year's edition, which will be held between July 13 and 16.

The Spanish manufacturer will attend Goodwood (West Sussex, England), with a Hispano Suiza Carmen Boulogne in black Boulogne colour. This is the sportiest and most exclusive version of the Carmen model, the company's all-electric hypercar. With a production limited to only five units, it develops up to 820 kW of power thanks to its four electric motors and it is called to be one of the most followed and photographed models of the Goodwood FoS.



The Hispano Suiza Carmen Boulogne has racing in its DNA - its surname Boulogne is a reference to the brand's victories in the French town bearing the same name in the 1920s - and is therefore ready to tackle the iconic Goodwood hillclimb, a 1.87-kilometer course that is one of the most anticipated moments of the event.

Former F1 driver and Hispano Suiza Ambassador, Luis Pérez-Sala, will be driving the Carmen Boulogne, accompanied on this occasion by renowned influencers from the world of motorsport, such as Tim Shmee (@shmee150) or Nina Weizenecker (@ninacarmaria).



Hispano Suiza will use this occasion to present for the first time in society its new corporate identity, unveiled earlier this year, and with which it celebrates its history and embraces an exciting future starring technological innovation, commitment to sustainability and passion for luxury. The company's main icons, such as its historic logo and the stork, remain intact, with monochromatic adaptations and the introduction of the ELECTRIC RED colour.

Sergio Martínez Campos, CEO of Hispano Suiza, said: *"We return to the Goodwood Festival of Speed full of enthusiasm. It is an event with which we feel fully identified by the love of the automotive world, which you can breathe in every corner, and we are very proud to be partners of the event. This year we have released a new image for Hispano Suiza and we could not imagine a better scenario to show it to our public".*

Hispano Suiza will broadcast a live streaming of the Carmen Boulogne hillclimb on its You Tube channel (@HispanoSuizaCars).

Schedule Hillclimbs

Thursday July 13	Friday July 14	Saturday July 15	Sunday July 16
11:50	12:20	9:10	11:15
16:40	17:50	16:20	17:50

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 was delivered in the United States.

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.

Media contacts:

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