



*Barcelona, August 1st, 2023*

## **Monterey Car Week, next destination for the Hispano Suiza Carmen Boulogne**

- Hispano Suiza returns to the United States to take part in the Monterey Car Week held from August 14 to 20 in California.
- The Spanish brand will be at The Quail with the Hispano Suiza Carmen Boulogne.
- Hispano Suiza will sponsor the Petersen Museum dinner at the exclusive Pebble Beach Beach Club.



The Hispano Suiza Carmen Boulogne will be seen in California from August 14 to 20 in a new edition of the Monterey Car Week, as the city of Monterey and its surroundings will turn into the epicenter of the automotive world. Every year, around 100,000

people gather at this event, which attracts automotive enthusiasts, car collectors and celebrities.

Hispano Suiza will be at The Quail, "A Motorsports Gathering", with a newly designed stand, featuring a hospitality area alongside the car display, strengthening the brand's presence at this important automotive gathering.

Sergio Martínez Campos, CEO of Hispano Suiza said: *"The United States are a strategic market for us. For this reason, the Monterey Car Week has already become a key fixture in our calendar of events, and especially The Quail. This year, as sponsors of the event, we have strengthened our presence here to offer our clients a unique Hispano Suiza experience "*.

On this occasion, the brand will showcase the Hispano Suiza Carmen Boulogne in *Boulogne Black*. This is the higher performing and more 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.



Another highlight of Hispano Suiza's participation in the Monterey Car Week will take place on the evening of Thursday, August 17 at the renowned Pebble Beach Beach Club. The brand will sponsor the dinner-conference organized by the Petersen Museum under the title *"From Race to Road"*. During the event, experts

from the company will present their vision on this topic along with other leading voices in the automotive industry.

#### 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:

For further information about Hispano Suiza, please contact the press office: [press@hispanosuizacars.com](mailto:press@hispanosuizacars.com)

