



Barcelona, 23rd November, 2023

Hispano Suiza reveals the name of its new car: Sagrera

- The evolution of the Hispano Suiza Carmen will be called Sagrera, playing homage to one of the most important Hispano Suiza factories of the 20th century.
- The Sagrera will arrive in 2024, coinciding with the 120th anniversary of the brand.
- This model completes the Hispano Suiza range of *hypercars* joining the Carmen and the Carmen Boulogne.

The legend of Hispano Suiza doesn't stop as the company continues its evolution as a manufacturer of fully electric hypercars. Founded in 1904 and set to celebrate its 120th anniversary next year, Hispano Suiza has revealed the name of its new vehicle: Sagrera. A name that, like Carmen or Boulogne, is deeply rooted in Hispano Suiza's history. In 1911, pushed by the commercial success of its vehicles, Hispano Suiza moved to 'La Sagrera' district of Barcelona, an area renowned for its industrial activity. There it established the company's first large factory to increase its production. It was located on Ribas road, where it came to occupy a surface area of 50,000 m² and underwent two extensions to meet the growing market needs. The Hispano Suiza factory employed 1,800 people.



For Miguel Suqué Mateu, president of Hispano Suiza, *“La Sagrera played an important role in the history of Hispano Suiza, contributing significantly to our growth as a company. Now, coinciding with our 120th anniversary, the time has come for us to pay tribute to La Sagrera and we will do so by proudly carrying the name of this Barcelona district around the world, thanks to our new hypercar”*.

Sagrera, the pleasure of belonging to something unique

On a technical level, the Sagrera will incorporate the new 103kW battery that has already been tested on the Carmen Boulogne and will represent an important evolution in terms of aerodynamics.

About this new version, Sergio Martínez Campos, CEO of Hispano Suiza points out that *“it is the result of the constant evolution of the Carmen and the Carmen Boulogne. It also lays the foundations for the design line that the brand will follow in the coming years. I can't reveal too many details yet, but the Sagrera is here to continue fulfilling our clients' wishes: they asked us a car like this, and to continue to be unique”*.

In short, the Sagrera has been created to keep the legend alive, taking performance, sportiness and passion for luxury to a whole new level.

About Hispano Suiza:

Hispano Suiza is a historic Spanish automotive brand currently owned by the fourth generation of the Suqué Mateu family. Hispano Suiza Fábrica de Automóviles S.A. was founded in Barcelona in 1904 by Damián Mateu, with the help of the technical director and engineer Marc Birkigt, also a partner in the company. In 2024 Hispano Suiza will celebrate its 120th anniversary, making it one of the brands with the longest legacy in the history of the automotive industry.

Between 1904 and 1946, Hispano Suiza produced more than 12,000 high-performance luxury cars and 50,000 aircraft engines. In 2019, the brand unveiled the Hispano Suiza Carmen, its fully electric “Hypercar”, and a year later, it would up the ante with the Hispano Suiza Carmen Boulogne. In total there are 24 exclusive and limited units. The first Carmen Boulogne in the United States was delivered in 2022.

120 years later, and following in the wake of the successful Hispano Suiza, the great-grandson of the founder Miguel Suqué Mateu continues to preserve the brand, providing momentum and dynamism with a clear vision for the future of the company.

Press contact:

For more information about Hispano Suiza, please contact the press office: press@hispanosuizacars.com

