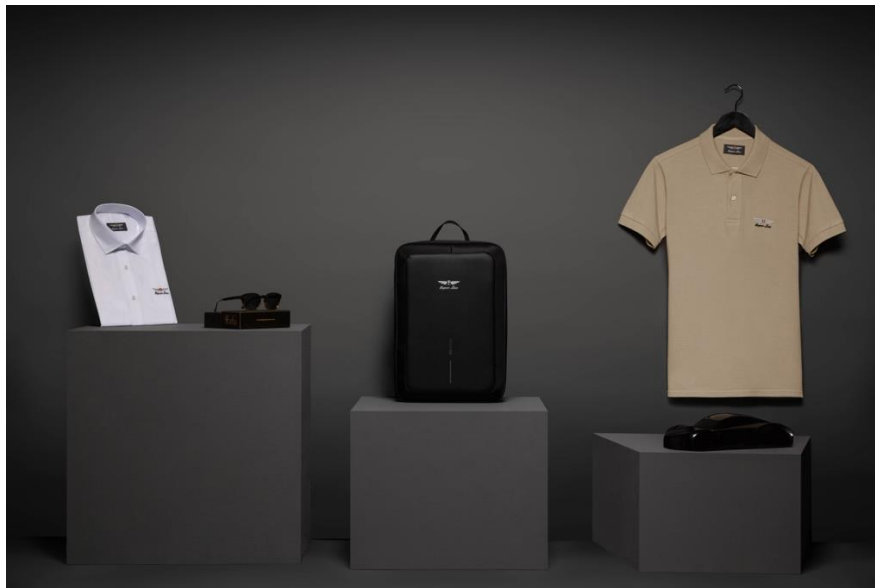




Barcelona, February 7th, 2024

Hispano Suiza presents its new online boutique

- Hispano Suiza launches its online boutique: www.hispanosuiza.boutique.
- The brand offers a range of premium products for sale, from clothing to accessories such as sunglasses and even a versatile work briefcase.
- In 2024 a new collection inspired by the new corporate image will be presented.



Hispano Suiza presents its new online boutique, www.hispanosuiza.boutique. The first collection, already available, is a careful selection of products that reflect the values of the brand, and at the same time, allow its followers to proudly wear the stork emblem.

Short-sleeved polo shirts in soft cotton piqué in *Cava* or *Maroon* colour; a classic white, French-collared shirt in cotton poplin with embroidered logo on the chest; a warm grey sports jumper with round neck are just some of the items already available in the Hispano Suiza online boutique. The product line is rounded off by a pair of exclusive coffee brown sunglasses and a versatile black

briefcase in waterproof fabric, which can hold a laptop up to 15.6" or tablet up to 10" and also features a USB charging port.

A new Hispano Suiza *Capsule Collection* will be launched in mid-2024 and will reflect the brand's new corporate image launched in April 2023. Hispano Suiza continues to expand its philosophy of experiencing "the pleasure of belonging to something unique" with its exclusive range of clothing and accessories.

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

