

MWCapital and Hispano Suiza present the first driving simulator of the Spanish *hypercar* brand



Francesc Fajula, CEO of Mobile World Capital Barcelona, Sergio Martínez Campos, CEO of Hispano Suiza, Luis Pérez Sala, former Formula 1 driver and Hispano Suiza driver ambassador, and Pablo Suárez, Hispano Suiza test driver.

- The simulator allows visitors to live the experience of driving a Carmen Boulogne, Hispano Suiza's 100% electric *hypercar*, on a track that emulates the historic urban racing circuit of Montjuïc (Barcelona).
- The initiative was presented this morning by the CEO of Hispano Suiza, Sergio Martínez Campos and the CEO of MWCapital, Francesc Fajula, who also spoke about the future of the industry and electric vehicles.
- The activity is part of '*Remember the future*', MWCapital's proposal at MWC Barcelona, which this year, addresses reindustrialisation to show how technology and innovation are shaping the future of key sectors.

Barcelona, February 28th, 2024.- Mobile World Capital Barcelona and Hispano Suiza presented today, at MWC Barcelona, the first virtual driving simulator that allows you to drive the Carmen Boulogne *hypercar* along a route that emulates the legendary Montjuïc street circuit.

The initiative was presented at a press conference by the CEO of Hispano Suiza, **Sergio Martínez**



Campos, and the CEO of Mobile World Capital Barcelona, **Francesc Fajula**. Both have reflected on the future of the industry and electric mobility, its challenges, and advantages, as well as discussing details of the linking of both entities for this unique project.

According to **Martínez Campos**, "from our first factory, through Sagrera, to our current facilities in Montmeló, Hispano Suiza continues to be a driving force for progress by fostering innovation". *"We are a very unique project - Martínez Campos continues - the only hypercar brand in our country, and we are literally blazing a trail. That is why, as we look to the future, we remain steadfast in our commitment to constant evolution."*

For his part, **Francesc Fajula** stated that *"designing a simulator between MWCapital and Hispano Suiza is a challenge with which we want to bring the mobility of the future closer to the public"*. *"We wanted to work with a historic benchmark in the automotive sector, Hispano Suiza, to bring together car and technology in a unique driving experience"*, concluded Fajula.

The unique experience of driving an electric hypercar

The Carmen Boulogne pays tribute to Hispano Suiza's motor racing heritage and offers a unique driving experience, which has been reproduced using the latest technologies in this simulator: 820kW (1,114 hp) of power provided by four electric motors (two on each rear wheel), a top speed of 290 km/h (180 mph) and acceleration from 0-100 km/h in under 2.6 seconds.

The simulator, the R&D and engineering work behind the Carmen Boulogne and the role of Hispano Suiza as the seed of the automotive industry in our country were the protagonists of the round table with the participation of the CMO of Hispano Suiza, **Victor Cobos**, the CIO of Mobile World Capital, **Eduard Martín**, the former Formula 1 driver and driver ambassador of Hispano Suiza, **Luis Pérez Sala**, and a test driver of Hispano Suiza, **Pablo Suárez**.

A journey to the Barcelona of the future through industry

This experience is part of *'Remember the future'*, MWCapital's proposal that covers the past, present and future of the sectors that have transformed industry and the economy, and that have placed Barcelona as a global benchmark.

At MWCapital's booth at MWC Barcelona, users can see originals of some of the iconic inventions that have transformed the industry over the last century, experience an immersive sensory journey through the four great industrial revolutions (from mechanics to electricity, digital to AI), and participate in four gamified experiences to understand how technology and innovation are shaping the future of four countries. cutting-edge sectors such as health, mobility, fashion and energy. All this, with a focus on a more sustainable, more resilient and more human-centered technology.

About Mobile World Capital Barcelona

Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. MWCapital contributes to positioning Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology



transfer, the promotion of digital talent, the development of innovative technological projects with social impact and the generation of knowledge. MWC Capital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through Jump2Digital and Tech&Play.

About Hispano Suiza

Hispano Suiza is a historic Spanish automobile brand owned by four generations 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 technical director and engineer Marc Birkigt, also a partner in the company. In 2024 it will be 120 years old, being 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 100 percent 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 impetus and dynamism with a clear vocation for the future and permanence.

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