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The Hispano Suiza Carmen Boulogne culminates its participation in the Goodwood Festival of Speed

- The Hispano Suiza Carmen Boulogne made its debut at the Goodwood Festival of Speed, which was marked by the cancellation of Saturday's event due to bad weather conditions.
- The brand presented for the first time in society its renewed corporate identity.
- Luis Pérez-Sala, former Formula 1 driver and Hispano Suiza Driver Ambassador, drove the iconic hillclimb accompanied by renowned automotive influencers.

The Hispano Suiza Carmen Boulogne captured the attention of the public at the Goodwood Festival of Speed this weekend, one of the most important events in the world of motorsports. The Festival, created by the Duke of Richmond in 1993, celebrated its 30th anniversary, which was marked by bad weather conditions which led to the cancellation of all the activities on Saturday. Even so, close to 200,000 people were able to enjoy this exciting weekend in West Sussex.



Former F1 driver and Hispano Suiza Driver Ambassador, Luis Pérez-Sala, drove up the legendary Goodwood Hillclimb over the course of the weekend: "Tackling the Hillclimb at the Goodwood Festival of Speed is always a thrilling experience, even more so onboard the Hispano Suiza Carmen Boulogne. All the hillclimbs were extremely useful from a technical perspective, since they allowed us to test our new batteries and provided us with valuable data that our technical team is now going to analyse."

Victor Cobos, Advisory Board Member and CMO of Hispano Suiza added: "Goodwood is so much more than its legendary hillclimb. This event allowed us to introduce our new corporate identity at international level, and meet with journalists, influencers, car enthusiasts, clients and institutions. For this reason we are extremely satisfied".

Renowned automotive influencers, such as Tim - Shmee (@shmee150), Nina Weizenecker (@ninacarmaria) and celebrity chef James Martin (@jamesmartinchef) were amongst the guests who accompanied Hispano Suiza throughout the Goodwood Festival of Speed weekend.

Getting off the Carmen Boulogne after the Hillclimb, James Martin said: "This was truly special, thank you so much. This car looks, feels and drives amazing. If this is the future, the future's looking good!".



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

