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The Hispano Suiza Carmen Boulogne shines at the Monterey Car Week

- Hispano Suiza took part for the second consecutive year, in the Monterey Car Week, held in California on August 14-20 .
- The Spanish brand shined at The Quail, “A Motorsports Gathering” with the Hispano Suiza Carmen Boulogne in black.
- “We are already thinking about the 2024 edition” said Sergio Martinez Campos, CEO of Hispano Suiza.

The Hispano Suiza Carmen Boulogne has just finalised its participation in a new edition of Monterey Car Week, in California (USA), attended by motorsport fans, automotive collectors and celebrities from different fields.



The Hispano Suiza Carmen Boulogne at The Quail, “A Motorsports Gathering”.

The most important appointment for Hispano Suiza was at The Quail, “A Motorsports Gathering”. Hispano Suiza sponsored the event that this year celebrated its 20th anniversary and was attended by 6,000 people. In this edition, the brand expanded its presence with more square meters and two clearly differentiated areas: one dedicated to hospitality and the other one to the car display. Personalities such as former Formula 1 driver Emerson Fittipaldi, influencer Alexandra Mary Hirschi, aka @Supercarblondie, or Nina Weizenecker (@ninacarmaria) came by to admire Hispano Suiza’s fully electric hypercar. For Sergio Martínez Campos, CEO of Hispano Suiza “what we have experienced at The Quail, and throughout the week, demonstrates the passion of the American market for our brand. This encourages us to think about the Monterey Car Week of 2024 from now on”.



Hispano Suiza Carmen Boulogne

Another of the highlights of the Monterey Car Week took place on the night of Thursday, August 17 at the renowned Pebble Beach Beach Club. Hispano Suiza once again sponsored the conference organized by the Petersen Museum under the title “From Race to Road” where Joan Orús, R&D Advisor of Hispano Suiza, shared the stage with Aloisa Ruf, from RUF Automobile, professional driver Patrick Long and Marc OedeKoven, collector and executive vice president of Scan Logistics. Joan Orús highlighted the driving emotions stirred by the Hispano Suiza Carmen and recognized that his favorite classic is the Hispano Suiza Xenia Dubonnet.

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:

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