



## **Hispano Suiza, the Spanish brand of hypercars, arrives in Mexico with its new model, the Carmen**

- **The Carmen and Carmen Boulogne is a wholly electric car, designed, developed and manufactured in Barcelona, with a starting price of 1.5 million euros**
- ***“We are very excited to bring the great legacy and heritage that Hispano Suiza represents to Mexico”*** said Hispano Suiza President Miguel Suqué
- **The Mexican José San Vicente becomes the first Hispano Suiza dealer in Mexico**

**Mexico City, 22 September 2020** – Hispano Suiza, the Spanish manufacturer of hyper-luxury cars, founded in Barcelona in 1904 by the Suqué Mateu family, is coming to Mexico to present its latest model, the Carmen. This car made its world debut at the Geneva Motor Show in 2019, heralding the return of this iconic brand.

Mexico’s José San Vicente, President of the Sanvi Group, will become the first Hispano Suiza dealer in Mexico. After entering into negotiations with the Spanish automotive brand two months ago, the entrepreneur has succeeded in bringing its distribution to Mexico.

The all-electric Carmen, designed, developed and manufactured in Barcelona, has a starting price of 1.5 million euros. Created from the ground up and produced in-house, only 19 units will be made of the first model in a new segment of hyper-luxury vehicles, of which only 5 will be made in the Carmen Boulogne version. The Hispano Suiza team made clear the main objective of the vehicle design: the rebirth of the brand had to be a tribute to its origins. In a market dominated by aggressive sports cars designed to look futuristic, the Carmen is unlike any other.

Hispano Suiza President Miguel Suqué Mateu said *“we are very excited to bring the great legacy and heritage that Hispano Suiza represents to Mexico. We aim to share our passion with the Mexican people and what better way than through the Carmen, a dream come true.”*

The Carmen, which accelerates from 0 to 100 km/h in under 3 seconds, will be driving on Mexican roads from April 2021 and a great response is expected from the Mexican luxury market. Hispano Suiza CEO Sergio Martínez pointed out that *“the Carmen is a unique project with state-of-the-art technology, with only 19 units that will display the elegance, sportiness, luxury and reliability of Hispano Suiza. We are very happy to bring all this to Mexico in collaboration with the Sanvi Group and its President, José San Vicente.”*

In view of its arrival in the country, José San Vicente commented that *“being part of the Hispano Suiza family is a privilege and a responsibility, because the Carmen is more than a car, it represents a legacy that must be cherished for future generations.”*

The design of the Carmen perfectly balances sportiness and timeless elegance, in a silhouette that clearly makes it stand out on the road. Its style is strongly influenced by the Hispano Suiza cars of the early 20th century, specifically the 1938 Hispano Suiza H6C Dubonnet Xenia, of which only a single unit was made. The Carmen sums up the brand’s legacy of elegance and design in a modern ‘Hyperlux’ car.

#### **Notes for editors**

High resolution images can be downloaded from [Press Kit Hispano Suiza : www.hispanosuizacars.com](http://www.hispanosuizacars.com)

#### Social media

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