



Hispano Suiza will be the first brand to drop 12 exclusive versions of the Carmen through NFTs in partnership with Trillion Collection

Hispano Suiza remains faithful to the concept of Hyperlux, luxury raised to its maximum exponent, and initiates innovative ways of marketing the Carmen model. An unprecedented action in the automotive industry

The Spanish company has reached an agreement with the company Trillion Collection to create 12 Hispano Suiza Carmen, which will be auctioned exclusively as NFTs - Non-fungible Tokens - through the Trillion Collection platform on June 24th with a drop event in Clubhouse.

Hispano Suiza will auction 12 exclusive versions of the Carmen through NFT. NFTs are unique and indivisible digital tokens, which serve as virtual property and authenticity for a digital good. The NFT market has grown exponentially in recent times, especially in the art and collecting sector, and that is why Hispano Suiza, whose models are considered high performance pieces of art on wheels, has partnered with Trillion Distributed Ledger Technologies and its NFT arm Trillion Collection for the development of an unprecedented use case in the industry.

Together with Trillion Collection, Hispano Suiza will create an NFT Collection by Hispano Suiza, a collection of 12 unique customizable designs of its Carmen model, a 100% hyper electric vehicle that has allowed the company to show its technological potential, with unparalleled performance, stands out its more than 1,000 horses and its acceleration from 0 to 100 km / h in just 2.6 seconds. The ten aesthetic settings will be preset, so the design can be adapted to the tastes of its new owner.

The Hispano Suiza NFTs will be dropped through the platform <https://trillioncollection.com/> and a drop event that will be held at the Clubhouse App, the revolutionary audio chat social network launched in 2020, on June 24th. The virtual event will be moderated by well-known investors, technology entrepreneurs and sustainability leaders. Those interested in the hyper car collection can register at <https://trillioncollection.com/>.

Hispano Suiza has opted to pioneer in this new market, to expand the levels of its business and continue to grow through new avenues that are currently booming. As it has done since its inception in 1904, the company remains at the forefront of technology, adopting such innovative strategies as the commercialization of products through blockchain, raising exclusivity, authenticity, and the meaning of being part of it to a new level of the Hispano Suiza family.



Sergio Martinez Campos, CEO of Hispano Suiza, commented, *“Hispano Suiza has always been a brand ahead of its time, and always at the forefront of the latest technology, it already was in the 20s of the last century and it was in 2019 at the Geneva International Motor Show presented the first high-performance electric hypercar and now it is also opening the option to sell Hispano Suiza Carmen through 12 NFT, unique and indivisible pieces like our vehicles, considered works of art on wheels ”.*

Carlos Cuevas, CEO of Trillion Collection, the NFT Company add, *“Since the moment I saw Beppe recognizing the importance of the physical component that accompanies the digital artwork, I thought about the endless possibilities with Brands. The Hispano Suiza Carmen collection is the perfect example of how you can offer a serious NFT collector a tangible investment opportunity. It has the history, the legacy, and a super high performance electric car as the NFT’s physical component. Jay leno said it in one of his YouTube episodes about Hispano Suiza Dubonnet Xenia, “I think that is one of the most exciting cars ever made,” and now being able to own one of these Carmens through an NFT. It’s an amazing story.*



About Hispano Suiza

Hispano Suiza is a historic Spanish car brand owned by four generations of the Suqué Mateu family. Hispano Suiza Fábrica de Automóvil 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 of the company.



Between 1904 and 1946, Hispano Suiza manufactured more than 12,000 high-performance luxury vehicles and 50,000 aircraft engines. Its headquarters, technical centre and manufacturing plant are located in Barcelona (Spain). Hispano Suiza embodies a spirit that combines the pride of being a Spanish brand with a strong family legacy.

Since its foundation, four generations of the Suqué Mateu family have preserved the family brand, providing momentum and dynamism to maintain its significant heritage. Upon taking control of the company Miguel Mateu, son of the founder, continued to produce luxury high-end vehicles.

Hispano Suiza is part of the Peralada Group, which represents the pinnacle of luxury in gastronomy and entertainment through its global portfolio of casinos, restaurants, hotels, golf courses, vineyards, music festivals and marinas.

About Trillion Collection, the NFT company

Trillion Collection ([Trillioncollection.com](https://trillioncollection.com)) is the NFT company arm derived from Trillion Distributed Ledger technologies (trilliondl.com). Trillion collection focuses in the NFT strategies and campaign development for luxury brands and iconic artists.

Led by a team of experienced entrepreneurs in media and technology, trillion collection marketplace minting is by invitation only.

Note to editors

Hig-res images are available to download from the following links:

- [Press Kit Hispano Suiza](#)
- www.hispanosuizacars.com
- <https://trillioncollection.com/>

Social Media

- Instagram: [HispanoSuizaCarsOfficial](#)
- Facebook: [HispanoSuizaCars](#)
- Twitter: [HispanoSuizaCars](#)
- LinkedIn: [Hispano Suiza](#)
- Youtube: [Hispano Suiza](#)



Media contacts:

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