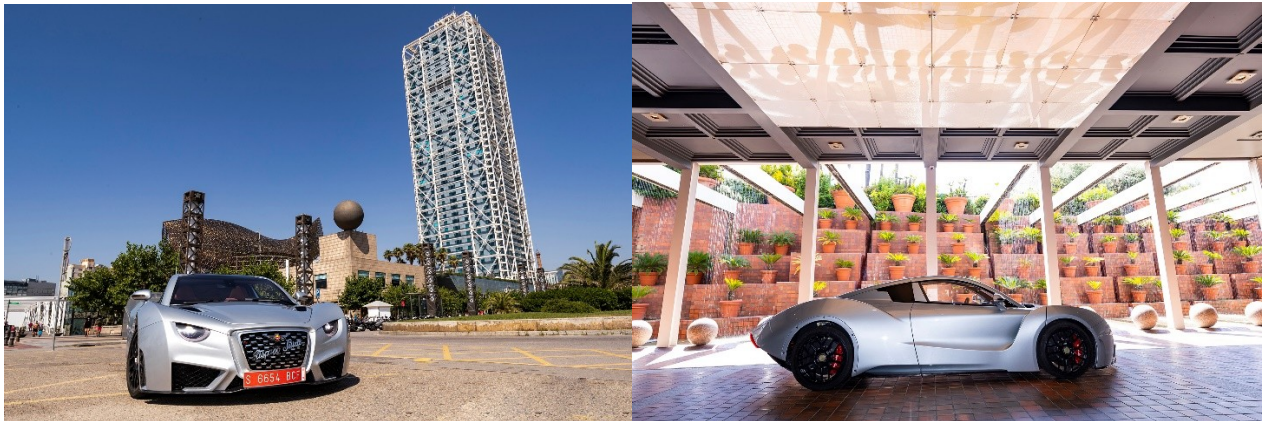


The Hotel Arts Barcelona will be a *Hispano Suiza Hotel Ambassador*

*Hispano Suiza remains true to its hometown and has reached an agreement with
Hotel Arts Barcelona as its Ambassador Hotel in Barcelona
Both brands share common values such as exclusivity,
Mediterranean essence and exclusive design*

Barcelona, June 14 2021 – A collaboration agreement has been reached today between Hispano Suiza and the Hotel Arts Barcelona to become a Hispano Suiza Hotel Ambassador. With shared brand values such as exclusivity, Mediterranean essence and exclusive design, the two companies have reached a collaboration agreement to promote their brands together. The agreement will include different awareness actions as well as visits and premium Hispano Suiza experiences for the VIP guests of the Hotel Arts Barcelona.



Hotel Arts Barcelona General Manager Raúl Salcido said that *“the collaboration with Hispano Suiza is doubly relevant for us, because on the one hand it's a company with which we share values in the field of premium brands and we cater to the same category of customer, but also the fact that it's a Spanish luxury car brand created in Barcelona also reaffirms our commitment to this city, of which we're delighted to be ambassadors.”*

According to Hispano Suiza CEO Sergio Martinez Campos, *“we're very pleased that the Hotel Arts Barcelona is one of our exclusive Hispano Suiza Hotel Ambassadors. We share brand values such as the Mediterranean essence and exclusive design. Furthermore, our hometown is very important to Hispano Suiza; we're "made in Barcelona" and for this reason the incorporation of the Hotel Arts contributes to being a benchmark in the world of hyper-luxury and elegance.”*



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.

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

Since its founding, four generations of the Suqué Mateu family have preserved the family brand, bringing momentum and dynamism to maintain its significant heritage. When the founder's son Miguel Mateu took over from him as the head of the company, he continued to produce prestigious, high-end vehicles.

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.

About Hotel Arts Barcelona

Hotel Arts Barcelona offers extraordinary panoramic views from its waterfront location. Designed by renowned architect Bruce Graham, the Hotel Arts features 44 floors with expansive windows and an original exterior steel structure. The 455 rooms and 28 exclusive duplex apartments have a modern, elegant and exceptional design. In addition, the hotel has a collection of contemporary works of art by Catalan and Spanish artists, in every room and around every corner.

The hotel is Barcelona's gastronomic destination par excellence, surrounded by landscaped terraces and an outdoor swimming pool. It boasts six fine dining restaurants with a wide offer, from tapas, coastal cuisine, to a two Michelin star experience.

Hotel Arts Barcelona is a luxury hotel in Barcelona where excellent service is the norm and all the guests feel at home.



Notes for editors

High resolution images are available for download at:

- [Press Kit Hispano Suiza](#)
- www.hispanosuizacars.com

Social media

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

Media contact

For more information, images, videos or interviews with executives, please contact the Hispano Suiza Press Office at press@hispanosuizacars.com