



EL PALACE
BARCELONA



El Palace Barcelona and Hispano Suiza sign a collaboration agreement

As an Ambassador Hotel, El Palace Barcelona will provide its VIP guests with visits and premium experiences in collaboration with the luxury carmaker.



Barcelona, 30 June 2021 – This morning a collaboration agreement was signed between El Palace Barcelona and Hispano Suiza. The hotel, which shares common brand values with the luxury car and racing company such as elegance, history and love for Barcelona, becomes part of the select group of Hispano Suiza Ambassador Hotels. The agreement will include different awareness activities, as well as visits and premium experiences courtesy of Hispano Suiza for the VIP guests of El Palace Barcelona.

El Palace Barcelona General Manager Friedrich von Schönburg stated that “through this collaboration with a brand as close to our values as Hispano Suiza, we want to enable our guests to treasure experiences that go far beyond accommodation.”



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Hispano Suiza CEO Sergio Martinez Campos said that “Through this collaboration, Hispano Suiza aims to convey that the Barcelona brand and the history of this city as represented by El Palace Barcelona are a fundamental part of our DNA as a brand.”

Link to download high resolution photos: <https://bit.ly/3qBhK6F>

About El Palace Barcelona

El Palace Barcelona opened its doors in 1919 as Barcelona’s first five-star hotel and is a member of The Leading Hotels of the World. Born as the Ritz Barcelona, El Palace Barcelona combines timeless glamour with contemporary experiences and impeccable service, creating a truly elegant and memorable stay in one of the hotels with the richest legacy in the world. Its 120 rooms and suites are designed in the hotel’s signature neoclassical-inspired style, while each of the six exclusive Art Suites is inspired by a discipline (painting, dance, architecture, literature, sculpture and music) through a prominent figure with a close relationship to the hotel. The 1500m2 Rooftop Garden with its swimming pool and panoramic views and the Bluesman Cocktail Bar with its live music and renowned cocktails, as well as the gastronomic offer of the L’Eclair restaurant, make El Palace Barcelona the perfect destination for relaxing in style.

Sobre 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.