



## Hispano Suiza to exhibit at IAA Mobility 2021 together with Mohr Group

- *Hispano Suiza will be at the IAA Mobility in Munich from September 7<sup>th</sup> till the 12<sup>th</sup> showcasing its hypercar Carmen Boulogne*
- *The iconic Spanish Brand will showcase its most radical, fully electric hypercar, delivering a mind-blowing 1114 HP*
- *The Carmen Boulogne will take pride of place on the Mohr Group stand, the official Hispano Suiza dealer representative in Germany (stand A20, Hall B4).*

**Munich, 6 September 2021** – Hispano Suiza will be present at IAA Mobility 2021, the Munich Motor Show, where the main European manufacturers will showcase their latest models. The brand will be represented by the Mohr Group, official dealer for the German market, which will display the Hispano Suiza Carmen Boulogne, an authentic work of art delivering 1114 hp of power, zero emissions and featuring a design that leaves no one indifferent.





The IAA Mobility 2021 takes place in Munich between September 7 and 12 and marks the return of the great motor shows to Europe after the significant restrictions imposed by the COVID-19 pandemic. The latest car models, new and future technologies, as well as various mobility conferences will be part of this important show.

Munich-based Mohr Group will have a prominent space in Hall B4 (stand A20) at IAA Mobility 2021, where the Hispano Suiza Carmen Boulogne will be on display. The most powerful version of Carmen, delivering 1,114 hp thanks to its four electric motors, stands out with its unique carbon fibre exterior that combines the brand's futuristic vision with its heritage. The Carmen Boulogne performance is the result of the motorsport experience of the technical team, most of which comes from Formula E, where they achieved the first drivers' title in history.

Hispano Suiza has shown that luxury, performance, cutting-edge technology and zero-emission mobility can go hand in hand with Carmen, the model which heralded Hispano Suiza's return to automotive manufacturing in 2019. Designed and manufactured in Barcelona (Spain), the interest in Hispano Suiza models goes far beyond the Spanish borders and that is why last February the brand signed an agreement with the renowned Mohr Group for the distribution of its models in Germany.

Sergio Martínez Campos, CEO of Hispano Suiza said: "We are delighted to participate in the IAA Mobility 2021 together with the Mohr Group, our Official Dealer for the German Market. It is a real privilege to be able to showcase our Hispano Suiza Carmen Boulogne to the German public and the international media. Its world debut was scheduled for the 2020 Geneva Motor Show, but COVID-19 made us change our plans. We are looking forward to see the reactions of the show attendees about our most radical hypercar: I think the Boulogne will not leave anyone indifferent".

"We are very proud to represent Hispano Suiza in Germany and to be able to have Carmen Boulogne here in Munich, for its official debut in Germany" said Lorenz M. Mohr, MOHR GROUP Managing Director.

Last week Hispano Suiza began an important European tour at Salon Privé ([www.salonpriveconcours.com](http://www.salonpriveconcours.com)), one of the essential events for cars and luxury lovers. The majestic gardens of Blenheim Palace, a UNESCO World Heritage Site and the birthplace of Sir Winston Churchill, were the perfect setting for the Hispano Suiza Carmen UK debut.

After the IAA Mobility, from September 15 to 17, Hispano Suiza will continue its European tour, taking part in the St. Moritz International Automobile Week & Motorsport Rendezvous, an event of which Hispano Suiza is an Official Partner. The Motorsport Rendezvous is an exclusive event that takes place in the spectacular setting of the Grand Hotel Kempinski in the heart of the Engadine, dedicated to sports and racing cars and to



important collections, normally not accessible to the public ( [www.motorsport-rendezvous.com](http://www.motorsport-rendezvous.com) ).

**Notes to editors:**

All the information about IAA Mobility 2021, as well as the purchase of event tickets, can be found [www.iaa.de](http://www.iaa.de)

**About Hispano Suiza**

*Hispano Suiza is a historic Spanish car brand owned by the Suqué Mateu family for four generations. 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 in 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 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, the founder's son, continued to produce luxury high-end vehicles.*

*In March 2019 Miguel Suqué Mateu, relaunched the brand at the Geneva Motor Show where he unveiled a fully electric, truly breath-taking vehicle: the Carmen. This elegant and exclusive 1,019 hp model has been designed, developed, and built entirely in Spain. Its exterior is inspired by the classic Dubonnet Xenia and shares the values that turned Hispano Suiza into one of the greatest exponents of the luxury automotive industry, with timeless design, meticulous craftsmanship and scrupulous attention to detail. In 2020, Hispano Suiza presented the Carmen Boulogne, an evolution of the Carmen focused on sportiness and tailor-made to reflect the brand's racing heritage. It boasts 820 kW (1,114 hp), a top speed of 290 km/h and a 0 to 100 km/h time of less than 2.6 s. Thanks to the recently launched Unique Tailormade programme, based on the brand's DNA values - Heritage, Sport and Elegance - clients can choose from 1,904 ways to personalise their dream car, choosing interior and exterior details that make their hypercar truly unique. Hispano Suiza will only produce 19 units of the Carmen and 5 Carmen Boulogne. On average, building time for each vehicle is approximately seven months.*

*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.*

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

- [Press Kit Hispano Suiza](#)
- [Press Kit From Race to Road](#)
- [www.hispanosuizacars.com](http://www.hispanosuizacars.com)

**Social Media**

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

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