



The W Barcelona will be a Hispano Suiza Ambassador Hotel

*Hispano Suiza remains faithful to its hometown and has reached an agreement with W Barcelona
as an Ambassador Hotel in Barcelona*

Both brands share common values such as distinctive design, luxury and innovation

Barcelona, October 19, 2021 – Today a collaboration agreement has been reached between Hispano Suiza and W Barcelona to become a Hispano Suiza Ambassador Hotel. With common brand values such as distinctive design, luxury and innovation, the two companies have entered into a partnership agreement to promote their brands together. The agreement will include different dissemination activities, as well as visits and premium Hispano Suiza experiences for the VIP clients of W Barcelona.



W Barcelona General Manager Peter Schickling said *“Since opening in 2009, we continue to challenge the concept of luxury and break the mold of the hotel industry. Created with the unstoppable energy and 24/7 attitude of New York, W Barcelona has become a benchmark in Barcelona for surprising both our local and international guests. Our Whatever/Whenever philosophy - whatever the guest wants, whenever they want it - and values based on music,*



design, fashion and fitness, make the difference, offering the best experiences both inside the hotel and in the rest of the city. Hispano Suiza and W Barcelona share a solid positioning in the luxury sector. Through this collaboration with Hispano Suiza, we aim to bring a new concept and style of contemporary luxury to the automotive and hotel landscape.”

Hispano Suiza CEO Sergio Martinez Campos commented that “We’re very pleased that W Barcelona is one of our exclusive Hispano Suiza Ambassador Hotels. We share brand values such as distinctive design, luxury and innovation and our home city is very important to Hispano Suiza, as we are “made in Barcelona”. For this reason, the incorporation of the W Barcelona contributes to being a benchmark in the world of hyper-luxury and elegance.”

About W Barcelona

Designed by world-renowned architect Ricardo Bofill, W Barcelona sets the scene for a spectacular stay. Located on the beachfront along the Barceloneta boardwalk, the hotel features 473 guestrooms, including 67 suites, two WOW Suites and an Extreme WOW Suite with panoramic views over the city and the Mediterranean.

W Barcelona also offers magnificent services, including a wonderful SPA, where you can relax and pamper yourself. The Spa also has a new relaxation area called GETAWAY with sauna, steam bath, thermal circuit and swimming area. The hotel’s gastronomic and entertainment offer includes the FIRE restaurant, a fusion between embers and earth. An exclusive space that is perfect for meeting, chatting and enjoying real food; ECLIPSE, the sky bar where you can enjoy a variety of cocktails created by expert mixologists and a 360-degree view of the city of Barcelona.

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.

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