

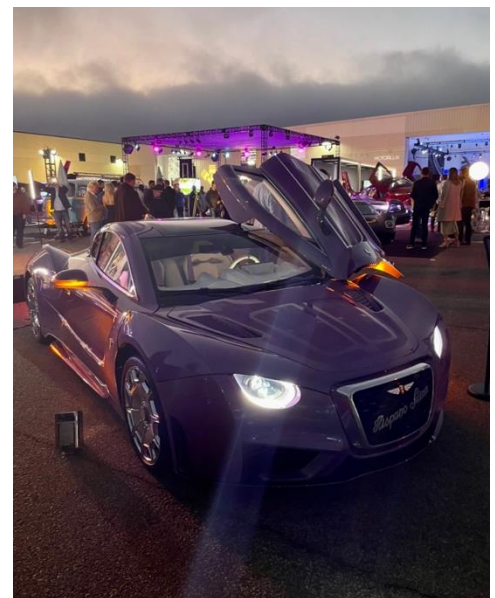


The United States, a strategic market for Hispano Suiza after Monterey Car Week

- The first Hispano Suiza Carmen Boulogne to arrive in the US starred in the Monterey Car Week, held from August 17 to 21 in California
- “We are going to experience a revolution in the interior of our vehicles”, said Francesc Arenas, director of Design at Hispano Suiza, who took part in a panel organized by the Petersen Museum about the “*Future of Electric Vehicle Design*”.
- Motorlux, The Quail and Exotics on Broadway were the events featuring Hispano Suiza.

Monterey, August 23, 2022. Hispano Suiza finalized its participation in the *Monterey Car Week*. Throughout the week, the brand took part in various exclusive events that turn this area of California in an epicenter for automotive fans, collectors and potential buyers.

“*Motorlux*”, held at the Monterey Jet Center, marked the beginning of the Monterey Car Week. The first Hispano Suiza car delivered in the United States, a Carmen Boulogne painted in one-off Ocean Song Rose color, was displayed in the so-called “*Electric Avenue*” before 3,000 visitors, as the excellence in automotive, aviation and gastronomy gathered together, three highly important components of the Hispano Suiza DNA.



In addition, Francesc Arenas, Design Director of Hispano Suiza, took part in a panel organized by the **Petersen Museum** on the “*Future of Electric Vehicle Design*” at the renowned Pebble Beach



Beach&Tennis Club. The autonomous car and the changes that it will entail for the interiors focused part of the interventions. Arenas stressed that "**biometrics will allow managing the necessary relationship between human and artificial intelligence**".



Francesc Arenas, Design Director of Hispano Suiza at the conference organized by the Petersen Museum.

The pillar of this Monterey Car Week has been "***The Quail, a Motorsport Gathering***", held at the renowned Quail Lodge & Golf Club. Hispano Suiza showcased its Carmen Boulogne on a stand that captured the attention of personalities such as the Swedish former Formula 1 driver Stefan Johansson and one of the best known automotive TikTokers in the world, Daniel Mac (@itsdanielmac with nearly 13 million followers).



Hispano Suiza finalised its participation in the Monterey Car Week with the "***Exotics on Broadway***" exhibition, thanks to its partnership agreement with Michelin. Since the inaugural event in 2015, Exotics has grown from a small gathering of supercars to the event with the highest attendance



during Monterey Car Week. Focused entirely on the *Super, Hyper and Exotic Car* phenomenon, the event takes place on Broadway Avenue in the Monterey County town of Seaside.

Hispano Suiza's presence in the United States is gathering momentum, having participated in five events this year in the United States, since its first showcase at The Amelia last March.

About Hispano Suiza

Hispano Suiza is a historic Spanish automotive brand owned by the Suqué Mateu family, now in its fourth generation. Hispano Suiza Automobile Factory S.A. was founded in Barcelona in 1904 by Damián Mateu, together with 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. Currently, with its headquarters, technical center and manufacturing plant located in Barcelona (Spain), it embodies a spirit that combines the pride of being a Spanish brand with a solid family legacy.

In 2019, the brand presented the Hispano Suiza Carmen, its new 100% electric hypercar, and a year later, it upped the ante with the Hispano Suiza Carmen Boulogne. In total 24 exclusive units will be produced.

In 2022, the first unit of Carmen Boulogne in the United States was delivered to collector Michael Fux.

Since its foundation, four generations of the Suqué Mateu family have preserved the brand, providing impetus and dynamism to maintain its significant heritage. Currently, Miguel Suqué Mateu, great-grandson of the brand's founder, is at the helm of Hispano Suiza as its Chairman.

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.

Social Media Hispano Suiza



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