

FOR IMMEDIATE RELEASE

Supercar Blondie to Take the Stage at Web Summit 2024 to Unveil the Creator Economy's Next Big Thing: SBX Cars – The Premier Digital Auction Platform for Automotive Enthusiasts

Lisbon, Portugal – November 12, 2024

Alex Hirschi, globally known as “Supercar Blondie,” will appear as a guest speaker at this year’s Web Summit, discussing the creator economy’s evolution and its intersection with digital technology. In just a few years, Alex has grown from being the world’s most influential automotive creator to a pioneering businesswoman, driving her digital media empire with over 1.5 billion monthly views and creating a global sensation in automotive media. Joining her in Lisbon will be her co-founder and CEO, Nik Hirschi, who helped convert the brand from an automotive media icon into a digital auction powerhouse.

What began as a single creator’s passion for luxury cars and an instinct for storytelling has transformed into a globally recognized automotive media business. Alex’s brand, Supercar Blondie, transitioned from being a personal social media account to a multi-presenter and multi-channel network through strategic digital growth, innovation, and content diversification. With the support of a 65 strong dedicated team, Supercar Blondie has evolved into a multifaceted brand spanning original automotive content, branded collaborations, and now SBX Cars. This transition has propelled Alex from influencer to Chairwoman, broadening her reach and establishing Supercar Blondie as a key player at the intersection of entertainment, media, and technology in the automotive world.

Since launching SBX Cars in August, Alex and her team have redefined the automotive marketplace. SBX Cars, headquartered in California, operates as a premium auction platform, connecting buyers and sellers globally in a seamless, accessible online experience. On May 29th, within only two months of its launch, SBX Cars made headlines, achieving a world record by selling a \$6 million Lamborghini Veneno—the highest-priced car ever sold for a digital auction platform.

Revolutionizing the Automotive Market with Supercar Blondie & SBX Cars

SBX Cars embodies Alex’s vision of transforming the high-end car auction experience, allowing rare automotive finds to reach enthusiastic collectors worldwide. With its mission to provide a user-friendly, accessible, and global platform, SBX Cars is setting new standards in the automotive industry by facilitating premium transactions at lower costs, all from the comfort of home.

“SBX Cars was born out of our passion to make the rarest and most extraordinary cars accessible to enthusiasts everywhere,” says Alex Hirschi. “We want to connect buyers and sellers on a global scale, making premium automotive transactions simpler, faster, and more convenient than ever.”

Press Conference Details

Date: November 14, 2024

Time: 12:30 PM

Location: Media Village, Web Summit, Lisbon, Portugal

The press conference offers a unique opportunity to engage with Alex Hirschi and her co-founder, who will discuss the future of the creator economy, technology's role in luxury markets, and SBX Cars' game-changing approach to automotive auctions. Media members are invited to learn firsthand about SBX Cars' roadmap, industry insights, and Alex's journey from influencer to entrepreneur.

Interview Requests

Alex Hirschi's dynamic appeal, coupled with the success of SBX Cars, has already garnered worldwide media attention. Her appearance at WebSummit is expected to be one of the event's highlights, and journalists interested in the intersection of media, technology, and automotive can expect a high-value experience.

To schedule an interview or learn more, please visit:

- [Supercar Blondie's official website](#)
- [SB Media Group](#)
- [SBX Cars](#)

Join us at WebSummit to discover how Alex Hirschi and her team are shaping the future of digital media and high-end automotive transactions.

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