

Carlos Mastretta Guzmán

Mastretta, TecnoIdea



“ I saw an opportunity to create the world's first Mexican sports car. ”

COUNTRY	Mexico
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INDUSTRY	Industrials
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EMPLOYEES	45
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YEAR SELECTED	2010
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WEBSITE	www.mastrettacars.com
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COMPANY SNAPSHOT

Many of us dream of owning a sports car. Carlos dreamed of building one. Out to prove that Mexico is not merely an assembly manufacturer in the automotive industry, he is introducing the world's first sports car conceived, designed, and manufactured in Mexico. Dubbed “the Mexican Porsche” by *Auto Focus* magazine, due to its speed, aggressive handling, and sleek, sexy design, the Mastretta MXT is VC-backed and hit the market in 2010. Representing the pinnacle of Carlos' long-time career in automotive design, the MXT has the potential to rival classics like the British Lotus Elise roadster, spicing up the US\$2 billion boutique sports car industry with a taste of Mexico.

Carlos was named one of 2008's “Entrepreneurs of the Year” by Mexico's leading business magazine, *Expansión*.