

Aston Martin Cutting edge design meets high performance luxury



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ASTON MARTIN

Aston Martin can trace its history back to 1914, when Lionel Martin and Robert Bamford established a small company, making special racing models in the early days of motor sport. They named the company after Martin and the hill climb course he had made famous at Aston Clinton, Buckinghamshire.

Post-war the company became known for its DB series of high performance sports cars, developed under the auspices of (then) company owner David Brown. These included the DB4, DB5 – made famous in the James Bond film ‘Goldfinger’ – and the DB6. A succession of high performing models followed that included the DBS, V8, Virage, Vantage and DB7, leading to its current line-up.

Aston Martin’s association with the James Bond films is one of the most famous historical cinematic partnerships, significantly raising the company’s profile and sustaining a high level of interest in the brand worldwide. The company has continued this high profile relationship with the provision of the new Aston Martin DBS, for ‘Casino Royale’, the first film starring Daniel Craig as 007. The forthcoming DBS is a powerful coupe that forges a link between the DB9 road car and the DBR9 racing car.

The company has maintained a tradition of low-volume, high quality manufacturing, enhanced by the creation of an award winning, manufacturing

facility at Gaydon, Warwickshire. It has also revived its strong sporting heritage with the DBR9 Le Mans racing model, developed directly from the DB9 coupe. Dr. Ulrich Bez, chairman and CEO of Aston Martin since July 2000, has overseen every aspect of its new generation products. As a skilled engineer and test and development driver he has spent over 30 years at the leading edge of the motor industry, bringing a wealth of experience that has culminated in a strong three-model line-up, increased profitability and record-breaking production volumes.

Aston Martin’s distinctive winged logo first appeared in 1927. Over the years the lettering has acquired a subtlety and the wings have been designed to be more contemporary. Today, each car has a discreet enamel badge on the bonnet and boot while inside the logo plays a key role in conveying brand values. All showrooms display a version of the logo, rendered in stainless steel and illuminated by LEDs.

Aston Martin has an ambitious global dealership programme: to create a series of new-build pavilion-style showrooms at worldwide locations, with an emphasis on design and attention to detail, that reflect the brand’s tradition of craftsmanship and bespoke service. Like Aston Martin’s products, the approach doesn’t compromise on materials, integrating contemporary furniture and detailing more reminiscent of a boutique hotel than a car showroom.

In just five years, Aston Martin has revitalised its model line-up, from the Vanquish flagship in 2001 through to the 2005 V8 Vantage. The company regularly wins design awards including the ‘Award for Excellence’ at the 2005 Luxury Briefing Awards. In a recent readership survey, the readers of professional website ‘Car Design News’ voted the

Aston Martin V8 Vantage their favourite current production car design, with the Aston Martin DB9 in third place. In addition, DB9 and V8 Vantage have been given prestigious ‘Car of the Year’ awards from a variety of industry magazines, with DB9 also voted ‘Best Imported Sports Car’ in the 2005 Auto Zeitung awards.

Aston Martin has embraced change without compromising its worldwide reputation for understated style and elegance. Beautiful design and attention to detail are central to the company ethos, as illustrated by the Aston Martin’s combination of power and sporting ability with refinement, luxury and beauty.

