



**EMBARGO: 09.00 BST WEDNESDAY 24 JUNE 2020**

## **Dynamic testing of AMB 001 by Aston Martin and Brough Superior is underway**

- **Limited edition motorcycle will provide all the thrills on track for 100 owners**
- **First deliveries of AMB 001 on schedule to take place at the end of 2020**

24 June 2020, Gaydon, UK: The AMB 001 by Aston Martin and Brough Superior took to the track at Pau-Arnos in France recently to begin its comprehensive testing programme. Designed and engineered for the race track, the AMB 001 is strictly limited to just 100 examples and is on schedule for first deliveries at the end of this year. Adorned in the traditional Aston Martin Camo livery, the AMB 001 test mule completed its first test at Pau-Arnos.

Aston Martin Executive Vice President and Chief Creative Officer, Marek Reichman said: “Everybody involved has managed to make tremendous progress with the development of AMB 001, despite the challenges we have all been facing. This special motorcycle is, like our road cars, the result of beautiful design melding with modern technology to produce a bike that any collector will be proud of. We are delighted to see how much progress has been made, both on and off track and look forward to the moment when production starts for this stunning machine.”

Prototype testing is one of the most vital parts of the development process with a test motorcycle allowing the team to validate the chassis geometry, the ergonomics and dynamic behaviour. In the same way that Aston Martin’s vehicle dynamics engineers can ‘read’ a car, Brough Superior’s test rider feeds back on all areas of performance, from the overall dynamic feel of the bike to details regarding cornering, braking, acceleration and the like.

Commenting on the ongoing success of the development programme, Brough Superior CEO Thierry Henriette said: “One of the key design features of the AMB 001 is an aluminium fin

that runs along the full length of a carbon fibre tank, passing under the saddle and out onto the rear. The body holding the fin and supporting the saddle is one of the areas where we called on the unique knowledge of Mecano ID, who joined the project to apply specialist aerospace-quality carbon fibre skills to the exclusive AMB 001.

While the focus of the track testing is directed at the chassis, engine bench testing takes place in parallel to streamline the development process. The AMB 001 boasts a turbo-charged engine with an output of 180 hp, which is unique in the motorcycle industry for a serial production bike. The turbo package includes an intercooler; this imposing radiator with its striking oversized/wide intake manifold, gives the V-twin a supercar engine appearance.

Once this testing process is complete the AMB 001 will go into production this Autumn at the Brough Superior factory in Toulouse, France. Only 100 examples will be made, with an MRSP of 108,000.00 EUR including 20% VAT. For further information please visit: <https://www.astonmartin.com/en-gb/our-world/partnerships/brough-superior>.

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### **About Aston Martin Lagonda:**

Aston Martin Lagonda is a luxury automotive group focused on the creation of exclusive cars and SUVs. The iconic Aston Martin brand fuses the latest technology, exceptional hand craftsmanship and timeless design to produce models including the Vantage, DB11 and DBS Superleggera. The Lagonda brand will be relaunched as the world's first luxury electric vehicle company. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 51 countries around the world.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown. Under the leadership of Dr Andy Palmer and a new management team, the Group launched its Second Century Plan in 2015 to deliver sustainable long-term growth. The plan is underpinned by the introduction of seven new models including the DB11, new Vantage, DBS Superleggera and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales.

### **About Brough Superior:**

Brough Superior Motorcycles was established in Nottingham, England, in 1919, by George Brough. Brough Superior was the fastest, best-looking, most expensive brand to be ridden by thrill-seeking record-breakers and gentleman riders from the roaring twenties. Brough Superior's most famous fan was T.E Lawrence "of Arabia" who owned seven of the brand.

Relaunched in 2013 by Thierry Henriette, a highly-respected motorcycle designer who has worked for major manufacturers throughout the world. He started by relaunching the most famous of George Brough's motorcycles, the one favoured by Lawrence of Arabia, the SS100.

The new era Brough Superior bikes have kept the DNA of the classics such as the art deco design and improved it beyond the modern standards with exclusive technologies and the finest materials. Today Brough Superior produces a range of three luxury modern classic motorcycles, recognised for their superior quality, high performance and precise handling that provide a joy riding experience.

These distinctive motorcycles are handcrafted in limited numbers in a fully integrated process including the specific engine built in Toulouse, France, capital of the Aerospace industry, and shipped worldwide.

[www.astonmartin.com/media](http://www.astonmartin.com/media)  
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