



Aston Martin and Waldorf Astoria: Where Sports Car Performance Meets Service and Style

*Two luxury iconic brands to collaborate on the creation of extraordinary moments through new,
global partnership*

4 December 2018, Cannes, France: Aston Martin Lagonda and [Waldorf Astoria Hotels & Resorts, Hilton](#)'s (NYSE: HLT) iconic luxury hotel brand, announce a new, four-year, global partnership, bringing two enduring icons of global luxury together to launch a new era of performance and hospitality. The two brands promise a season of unforgettable opportunities, bringing together impressive destinations, exceptional service and the world's most dynamic and beautiful luxury sports cars.

“Aston Martin Lagonda was a natural choice for a partnership of this magnitude,” said Dino Michael, global head, Waldorf Astoria Hotels & Resorts, Hilton. “At Waldorf Astoria, experience and service are at the core of everything we do, and this partnership offers a rare opportunity for our guests to live unforgettable at our properties around the globe.”

Simon Sproule, Vice President, Chief Marketing Officer & President, Aston Martin Partnerships said: “This partnership opens both brands up to new and exciting opportunities. Aston Martin Lagonda and Waldorf Astoria share a passion for creating beautiful experiences for our customers, rooted in the joy of travel and discovery. Together, we can create memorable journeys that combine the best in global hospitality and driving pleasure.”

From exclusive guest access to Aston Martin's most recent cars, to bespoke drive and stay packages in some of the most sought-after destinations in the Waldorf Astoria portfolio, the collaboration combines the exceptional standards of sophistication and service that are at the heart of both brands. For example, the combination of Waldorf Astoria's legendary service with Aston Martin Lagonda's access to the world of iconic motorsport will bring a luxurious new angle to automotive events and activities.

Waldorf Astoria Driving Experiences

Beginning in 2019, Waldorf Astoria Driving Experience weekends will present hotel guests with a variety of Aston Martin's latest models to sample along carefully tailored routes. These bookable sessions will be led by Aston Martin's team of professional drivers, giving Waldorf Astoria guests an expertly curated opportunity to explore the unmatched performance, refined craftsmanship and exhilarating driving sensation delivery by Aston Martin.

Enjoy the Automotive Calendar in Style

Waldorf Astoria is proud to be the official hotel partner for Aston Martin Racing, currently enjoying a highly competitive debut season with the new Aston Martin Vantage GTE. Following the Vantage GTE's maiden victory at the 6 Hours of Shanghai in November, Aston Martin Racing promises more thrilling races to come. Waldorf Astoria will be offering its guests VIP hospitality at some of these fixtures, including the legendary 24 Hours of Le Mans in France (June 15 – 16, 2019). Guests will also be able to enjoy unique access to premium automotive events like the Pebble Beach Concours d'Elegance in California (August 18, 2019), as well as other leading international auto shows.

New Aston Martin Art of Living Driving Experiences

The Art of Living by Aston Martin program offers one-of-a-kind drive and stay packages, four of which will be hosted in Waldorf Astoria destinations across the globe during 2019. These events will pair the Waldorf Astoria's exceptional levels of accommodation and service with the unparalleled experience of an Aston Martin drive.

To learn more about the Waldorf Astoria partnership with Aston Martin or to book experiences, please call 1-800- 1-800-925-3673. For additional information about Art of Living by Aston Martin packages please visit www.astonmartinartofliving.com.

Follow guest experiences on [Facebook](#), [Twitter](#) and [Instagram](#) with the hashtags #LiveUnforgettable and #WaldorfDrive. For more information about Waldorf Astoria Hotels & Resorts, please visit www.waldorfastoria.com or <http://news.waldorfastoria.com>.

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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 DB11, Rapide S, DBS Superleggera, Vantage and Vanquish Zagato.

Named the 'Luxury Brand of the Year' in the 2018 Luxury Briefing Awards, Aston Martin Lagonda has bold plans for the future, including the relaunch of the Lagonda brand in 2021 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 53 countries around the world.

Lagonda was founded in 1904 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 creation of a new manufacturing centre in St Athan, Wales.

About Waldorf Astoria Hotels & Resorts

[Waldorf Astoria Hotels & Resorts](#) is a portfolio of 30 iconic properties that creates a unique sense of place with a relentless commitment to personal service and culinary expertise in landmark locations around the world. Unified by their inspirational environments and True Waldorf Service, Waldorf Astoria hotels deliver graceful service from the moment a guest books through checkout. Waldorf Astoria is a part of Hilton, a leading global hospitality company. Experience Waldorf Astoria by booking at www.waldorfastoria.com or through the [Hilton Honors mobile app](#). Learn more by visiting newsroom.hilton.com/waldorfastoria, and follow Waldorf Astoria on [Twitter](#), [Instagram](#), and [Facebook](#).

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a portfolio of 15 world-class brands comprising more than 5,500 properties with nearly 895,000 rooms, in 109 countries and territories. Dedicated to fulfilling its mission to be the world's most hospitable company, Hilton earned a spot on the 2018 world's best workplaces list, and has welcomed more than 3 billion guests in its nearly 100 year history. Through the award-winning guest loyalty program, Hilton Honors, nearly 82 million members who book directly with Hilton have access to instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit newsroom.hilton.com for more information, and connect with Hilton on Facebook, Twitter, LinkedIn, Instagram and YouTube.

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Waldorf Astoria

Karla Crockett
Director, Brand Communications, Luxury & Lifestyle, Hilton
Waldorf Astoria
+1 703 883 5609
karla.crockett@hilton.com

Ariel Cohen | Olivia Scrofani
For Waldorf Astoria
WaldorfAstoria@magrinopr.com
+1 212 957 3005

Aston Martin Lagonda

Simon Sproule

VP, Chief Marketing Officer & President, Aston Martin Partnerships

Mobile: +44 (0)7896 621779

E-Mail: simon.sproule@astonmartin.com

Kevin Watters

Director of Communications

Mobile: +44 (0)7764 386683

E-Mail: kevin.watters@astonmartin.com

Raphaelle Loheac-Derboulle

Press Officer, Lifestyle Communications

Mobile: +44 (0)7801 265126

E-Mail: raphaele.loheac@astonmartin.com