

Embargo: 09:00 BST Thursday September 28th 2017



Project Neptune: Triton and Aston Martin

- **Creative collaboration with Triton and Aston Martin**
- **Concept design leading to an exclusive, strictly-limited edition submersible**
- **Innovative design marries expertise from the luxury automotive and marine worlds**
- **First project by Aston Martin Consulting**

28 September 2017, Monaco: Aston Martin is proud to announce a creative collaboration with Triton Submarines LLC, the acclaimed manufacturer of state-of-the-art submersibles. Codenamed Project Neptune, the venture enables Aston Martin to further enhance and grow the brand into new aspects of the luxury world, with all the performance, beauty and elegance one has come to expect from the British marque.

Triton has unparalleled expertise in the design, manufacture and operation of submersibles for researchers, explorers and superyacht owners. Founded in Florida by L. Bruce Jones and Patrick Lahey, the team at Triton are committed to producing the safest and best performing, deep-diving submersibles in the world.

Project Neptune marries Triton's diving and operational expertise with Aston Martin's design, materials, and craftsmanship. Overseen by Aston Martin Consulting, the partnership has shaped a unique concept that will lead to an exclusive, strictly-limited edition vehicle. Project Neptune takes Triton's acclaimed Low Profile (LP) three-person platform as a basis upon which to explore a new iteration of Aston Martin's progressive design language.

Aston Martin Executive Vice President and Chief Creative Officer Marek Reichman and his team have transformed Triton's compact LP platform, creating a vehicle with inherently beautiful proportions. 'Project Neptune is defined by its sleek, elegant exterior,' says Reichman, 'we have used forms and proportions that express the same devotion to design,

engineering and beauty that shape our cars, such as the Aston Martin Valkyrie hypercar project.'

Patrick Lahey, President of Triton Submarines LLC said: "We have always admired Aston Martin. The marque represents a deeply held passion for technology, engineering and timeless, elegant design. From our first interaction, it was apparent that Triton and Aston Martin were natural partners and our complementary values will be realised in this truly exciting project."

Aston Martin Consulting provides design, engineering and manufacturing services to select industries, distilling the brand's essence into exciting new projects without compromising Aston Martin's fundamental qualities. Aston Martin Consulting draws upon the exceptional skills of Aston Martin's design and engineering teams, creating credible partnerships that go beyond the automotive sector and yet still demonstrate the love of innovation, beauty and craftsmanship.

Aston Martin Consulting Managing Director, Bradley Yorke-Biggs said: 'Project Neptune is a flagship project for Aston Martin Consulting. It is a clear and engaging demonstration of how Aston Martin's expertise in sports car design and craftsmanship can be extended into new aspects of the luxury world.'

- Ends -

About Aston Martin

Aston Martin is an independent British luxury sports car company. Famous for the creation of beautiful hand-crafted sports cars, the Aston Martin range today comprises the Vantage, Rapide S, Vanquish, DB11 and special-series cars such as the Vanquish Zagato and Aston Martin Vulcan. Based in Gaydon, England, Aston Martin designs and creates sports cars which are sold in more than 50 countries around the world. Founded in 1913, the company recently launched its six-year Second Century plan for sustainable long-term growth. This is underpinned by the replacement of our entire sports car range, including the all-new DB11, an all-electric RapidE, the reintroduction of the Lagonda marque, as well as the development of a new manufacturing centre in St Athan, Wales which will build our new sports utility vehicle

About Triton Submarines LLC

Triton Submarines LLC of Vero Beach, Florida is the most experienced civil submarine and submersible manufacturer in the world. From conception to commission, Triton submersibles

are designed with safety at their core, each tested and certified to the most rigorous standards. Triton's intuitive and efficient designs have set the industry benchmark for operability and performance, providing customers with unrivalled after-sales services, operational training and technical support. Through Project Neptune, Triton Submarines together with Aston Martin, is ready to introduce the new generation of yacht owners to the deep ocean, greatly enhancing the superyacht ownership experience.

www.astonmartin.com/media



Global Headquarters Gaydon

Simon Sproule

VP and Chief Marketing Officer

Mobile: +44 (0)7896 621779

E-Mail: simon.sproule@astonmartin.com

Kevin Watters

Senior Communications Manager

Mobile: +44 (0)7764 386683

E-Mail: kevin.watters@astonmartin.com

David Adams

Press Officer, Product Communications

Mobile: +44 (0)7825 863880

E-Mail: david.adams@astonmartin.com

Grace Barnie

Press Officer, Corporate Communications

Mobile: +44 (0)7880 903490

E-Mail: grace.barnie@astonmartin.com

Raphaelle Loheac-Derboulle

Press Officer, Lifestyle Communications

Mobile: +44 (0)7801 265126

E-Mail: raphaele.loheac@astonmartin.com

Sophie Tobin

Press Officer

Mobile: +44 (0)7812 679785

E-Mail: sophie.tobin@astonmartin.com

Middle East

Sandra Schneider

Tel: +971 50 524 0120

E-Mail: sandra@schneider-pr.net

The Americas

Matt Clarke

PR & Brand Communications Manager

Mobile: +1 949 870 5942

E-Mail: matthew.clarke@astonmartin.com

Continental Europe

Bastian Schaefer

Marketing and Communications Manager

Mobile: +49 (0)160 969 59241

E-Mail: bastian.schaefer@astonmartin.com

Jörg Machalitzky

Marketing and Communications Executive

Mobile: +49 (0) 172 668 4038

E-Mail: Joerg.machalitzky@astonmartin.com

China

Rachel Guo

Marketing & Communications Manager

Mobile: + 86 156 0162 8312

E-Mail: rachel.guo@astonmartin.com

Daisy Zhuang

PR Executive

Tel: +86 134 8259 9317

E-Mail: daisy.zhuang@astonmartin.com

Asia Pacific

Dan Redpath

Senior Manager, Marketing & PR

Mobile: +65 8586 8083

E-Mail: daniel.redpath@astonmartin.com

Hiromi Sakamoto

Press Officer – Japan

Mobile: +81 (0)80 7950 2033

E-Mail: hiromi.sakamoto@astonmartin.com

Pei Leng Tan
Marcoms Executive – South East Asia
Mobile +65 9726 7986
E-Mail: peileng.tan@astonmartin.com

www.tritonsubs.com



Kelly Downey
Press and Media Relations
Mobile: +1 517-231-7775
E-Mail: kelly@shaminabaspr.com

Caroline Alex
Marketing and Communications Project Lead
Mobile: +44 (0) 7598 926 259
E-Mail: caroline@tritonsubs.com