



ASTON MARTIN

EMBARGO: 00:07 - BST MONDAY 20 AUGUST 2018

ASTON MARTIN RECREATES ICONIC JAMES BOND 'GOLDFINGER' DB5

- Aston Martin and EON Productions to create 25 *Goldfinger* DB5 continuation cars
- Cars to include working gadgets to be developed by **Oscar®-winner Chris Corbould** OBE, special effects supervisor on eight previous James Bond films, working with the SFX department on a total of fourteen 007 adventures
- Built at Aston Martin Works, Newport Pagnell – the original home of the DB5
- First customer deliveries scheduled for 2020

20 August 2018, Gaydon: The iconic Aston Martin DB5 is back, thanks to a unique collaboration between Aston Martin and EON Productions, the company that produces the James Bond films.

Following the successful DB4 G.T. continuation project, a series of 25 *Goldfinger* DB5 continuation editions*, will be created for customers by Aston Martin Works and EON Productions. The *Goldfinger* DB5 continuation will be based on James Bond's legendary car from 1964 and built by Aston Martin Works at Newport Pagnell – the original home of the DB5. They will be authentic reproductions of the DB5 seen on screen, with some sympathetic modifications to ensure the highest levels of build quality and reliability.

This authenticity will extend to include functioning gadgets such as revolving number plates and more, which were made famous in *Goldfinger*. The gadgets will be co-developed with Oscar®-winner Chris Corbould, special effects supervisor from the James Bond films. Officially sanctioned by Aston Martin and EON Productions, all the *Goldfinger* edition cars will be produced to one specification - Silver Birch paint - just like the original.

The most instantly recognisable car of all-time, the DB5 made its first appearance in the third James Bond movie, *Goldfinger*, alongside Sean Connery as James Bond. Laden with gadgets and armaments installed by Q Branch, the secret agent's Aston Martin became an instant hit with moviegoers.

Since its seminal appearance in *Goldfinger* the DB5 has featured in a further six James Bond movies: *Thunderball* (1965), again with Connery; *GoldenEye* (1995) and *Tomorrow Never Dies*

(1997) with Pierce Brosnan and three appearances alongside Daniel Craig in *Casino Royale* (2006), *Skyfall* (2012) and *Spectre* (2015). James Bond and his DB5 have become two icons of popular culture and one of the most successful and enduring movie partnerships of all-time.

Such was its popularity, the DB5's movie debut even spawned a Corgi die-cast model, an astonishing 2.5m of which were sold in its first year of production (1965). No wonder an entire generation of children grew-up aspiring to own an Aston Martin. Now, thanks to the remarkable *Goldfinger* DB5 continuation project, a fortunate 25 of them can now own a faithful and authentic tribute to that original car. A further three cars will be built – one each for EON and Aston Martin, plus another to be auctioned for charity.

Andy Palmer, President and Chief Executive Officer, Aston Martin, said: "The connection between Aston Martin and James Bond is something of which we are very proud and it is remarkable that the DB5 remains the definitive James Bond car after so many years. To own an Aston Martin has long been an aspiration for James Bond fans, but to own a Silver Birch DB5, complete with gadgets and built to the highest standards in the very same factory as the original James Bond cars? Well, that is surely the ultimate collectors' fantasy. The skilled craftspeople at Aston Martin Works and the expert special effects team from the James Bond films are about to make this fantasy real for 25 very lucky customers."

Paul Spires, Managing Director at Aston Martin Works, added of the *Goldfinger* DB5 continuation editions: "The connection between Aston Martin and James Bond originated more than half a century ago. Creating 25 *Goldfinger* DB5 continuations and working with EON Productions and special effects supervisor, Chris Corbould, is something truly unique and a real career highlight for everyone involved here at Aston Martin Works."

Each *Goldfinger* DB5 continuation car will be priced at £2.75m plus taxes. First deliveries to customers will commence in 2020.

- ENDS -

Note to Editors:

*Please note, this car is not road legal.

Aston Martin DB5 1963-1965

The DB5, unveiled at the Earls Court motor show in October 1963, was a development of the DB4 but with many updates and improvements. The most significant change for the new model would be the introduction of a 3995cc straight six complete with three SU carburetors it offered an additional 42bhp over the outgoing DB4. Originally built with the 4 speed and overdrive transmission from the DB4, but was later updated with a full synchromesh 5-speed ZF gearbox. Chassis changes included the adoption of the Girling disc brakes that had only been used on the DB4GT, along with 15-inch wheels. Many other improvements were incorporated including electric windows and twin hydraulic brake servos. During 1963 – 1965, 898 DB5 Coupes were built at Aston Martin's factory in Newport Pagnell.

Specification

Engine: DOHC Straight-six, 3995cc

Power: 282bhp @ 5500rpm

Torque: 280lbs-ft @ 4500rpm

Top speed: 148mph

0-60mph: 7.1 seconds

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 graceful styling to produce pioneering models including the DB11, Rapide S, DBS Superleggera, Vantage and Vanquish Zagato. The Lagonda brand will relaunch 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 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.

In 2017, Aston Martin generated full-year EBITDA of £230.8m on revenues of £876m. The Company, employing more than 2,700 people, is predominantly owned by private equity groups Adeem, Tejara and Investindustrial, while Daimler AG of Germany holds a 4.9% non-voting stake.

About EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Wilson/Broccoli family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that makes the James Bond films and together with Danjaq controls all worldwide merchandising. The 007 franchise has produced twenty-four films since 1962.

Global Headquarters Gaydon
Simon Sproule
VP and Chief Marketing Officer
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

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

Raphael 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

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
Sarah McDonald
PR - Australia
Mobile: +61 438 115 108
E-Mail: Sarah.McDonald@astonmartin.com

Georgina Cook
Press Officer, UK & South Africa
Mobile: +44 (0)7824 408082
E-Mail: georgina.cook1@astonmartin.com

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

Middle East
Sandra Schneider
Tel: +971 50 524 0120
E-Mail: sandra@schneider-pr.net

www.astonmartin.com/media

