



Aston Martin: the world's fastest growing automotive brand

- **2018 Brand Finance Report shows brand value is up 268% to US\$3.6 billion**
- **Aston Martin leaps from #77 in the overall ranking to #24**

5 March 2018, Gaydon: Aston Martin has been revealed as the world's fastest-growing automotive brand of 2018 by Brand Finance, the leading independent business valuation and strategy consultancy.

The 2018 Brand Finance Auto & Tyres Report, which was launched today, shows that the luxury car manufacturer's brand value is up 268% to US\$3.6 billion, leaping from #77 in the overall ranking to #24.

Aston Martin saw the highest percentage growth in its history in 2017, with profits growing by a quarter of a billion pounds as unit sales exceeded 5,000 for the first time since 2008. These figures were driven by demand for the first new model launched under the company's transformational Second Century Plan, the Aston Martin DB11 and also special models including the Vanquish Zagato Coupe and the limited-production DB4 GT Continuation model.

Aston Martin's President and Chief Executive Officer, Andy Palmer said: "Following on from our tremendous financial results, this endorsement of the Aston Martin brand is further proof of our successful global brand strategy. Our Second Century Plan is gaining momentum: the DB11 has achieved sell-out demand, the new Vantage has just been revealed to critical acclaim and the next model under the plan, the replacement to the Vanquish, is on schedule to be revealed later this year.

"The pride and the trust in the Aston Martin brand starts with our employees and spreads out across the globe to our customers, our racing teams, our brand ambassadors and our loyal fans."

David Haigh, CEO of Brand Finance, commented: “Aston Martin is roaring back into the top ranks of luxury car makers. The brand is famed for offering a high-end product, and respected for the quality they deliver. Exploiting one of the strongest and broadest series of planned model launches in the sector, Aston Martin is now a darling for investors and a brand that Britain should be proud of.”

The Aston Martin Vantage, the second car delivered via the company’s Second Century Plan, makes its motor show debut in Geneva this week, along with the DB11 Volante. The racing version of the new Vantage – the striking Vantage GTE – also debuts at Geneva with the Aston Martin Red Bull Racing F1™ show car in 2018 racing livery.

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