



ASTON MARTIN

THE ASTON MARTIN VALHALLA: AM-RB 003 CONTINUES 'V' CAR TRADITION

- **Valhalla joins Valkyrie in taking its name from ancient Norse mythology**
- **Continuation of a naming tradition stretching back seven decades**
- **Latest mid-engined addition to the famous lineage of Aston Martin 'V' cars**

18 June 2019, New York: Formerly identified by its codename AM-RB 003, Aston Martin's latest mid-engined hypercar collaboration with Red Bull Advanced Technologies and Adrian Newey has been officially named the Aston Martin Valhalla.

Named after the warrior's paradise celebrated in ancient Norse mythology, Valhalla follows Valkyrie on Aston Martin's journey into the highest echelons of road car performance. Employing lightweight construction methods and radical aerodynamics pioneered in Valkyrie, Valhalla will be propelled by a combination of high-efficiency, high-output turbocharged V6 petrol engine and battery-electric hybrid system. Just 500 Coupe examples of the all-carbon fibre hypercar will be built.

In continuing the fine tradition of Aston Martin 'V' cars, Valhalla can trace its lineage back to 1951, when the Vantage designation was given to high performance variants of the then current model, the DB2. Though actual Vantage badging was never applied, the name stuck.

The first time the Vantage name appeared was on the flanks of the DB5. Still it remained a name reserved for the most potent model derivatives until 2005, when the Vantage became a model line in its own right. Fourteen years later that acclaimed family of V8 and V12-powered models is remembered as the most successful in Aston Martin's history. Since then the all-new generation of turbocharged Vantage has fast forged a reputation as the most dynamically focussed series production Aston Martin ever.

Together with the recently announced Vanquish Vision Concept, Valhalla continues this proud, seven decade old 'V' car naming strategy, providing an evocative and

powerful moniker fit for one of the world's most compelling ultra-high performance cars.

Aston Martin Lagonda President and Group Chief Executive Officer, Andy Palmer said: "Aston Martin model names always attract a lot of attention. They do so because they invariably capture an emotion or tell a story. In following the Valkyrie we knew the Aston Martin Valhalla needed to make a strong statement of its own, yet also offer continuity and a clear connection. Norse mythology contains such powerful language and rich storytelling it felt only right that the AM-RB 003 should follow the Valkyrie's theme. For those fortunate enough to own one I'm sure they will recognise and appreciate the name's connotations of glory and happiness, for there can be few more hallowed places than the driver's seat of an Aston Martin Valhalla."

- Ends -

Note for Editors:

In Norse mythology, Valhalla - literal translation 'the hall of the fallen' - is an enormous and majestic hall in Asgard, one of the Nine Realms. Described as a warrior's paradise, it is here that the souls of those who are slain in battle go, chosen and guided by the Valkyries; a group of warrior maidens who gather the fallen at the behest of Odin, All-Father of Nordic Gods.

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
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

The Americas

Valentine Oldham
Mobile: +1 617 721 5392
Email: valentine@valentinepr.com

Sophie Tobin
Press Officer
Mobile: +44 (0)7812 679785
E-Mail: sophie.tobin@astonmartin.com

Continental Europe

Tina Brenner
Mobile: +49 (0) 172 8232375
E-Mail: tina.brenner@astonmartin.com

Leonardo Lucchini
PR Specialist Europe
Tel: +49 (0)69 77075 2026
Email: leonardo.lucchini@astonmartin.com

E-Mail: grace.barnie@astonmartin.com

Raphaelle Loheac-Derboulle
Press Officer, Lifestyle Communications
Mobile: +44 (0)7801 265126
E-Mail: raphaele.loheac@astonmartin.com

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

Julien Baudon
Junior Press Officer
Mobile: +44 (0)7785 238074
E-Mail: julien.baudon@astonmartin.com

Scott Fisher
Heritage Communications Manager
Mobile: +44 (0)7841 912225
E-mail: scott.fisher1@astonmartin.com

Middle East

Ramzi Atat
Marcoms Senior Manager
+971 (50) 5187778
E-Mail: ramzi.atat@astonmartin.com

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

Judith Richter
PR Executive Europe
Tel: +49 (0) 69 77075 2018
Mobile: +49 (0) 162 258 1360
Email: judith.richter@astonmartin.com

China

Rachel Guo
Marketing and Communications Manager
Mobile: + 86 156 0162 8312
E-Mail: rachel.guo@astonmartin.com

Elisa Zhou
PR Manager
Tel: +86 136 8168 3374
E-Mail: elisa.zhou1@astonmartin.com

Asia Pacific

Andreas Rosén
Marketing and Communications Manager
Mobile: +65 6908 0825
Email: Andreas.Rosen@astonmartin.com

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