



EMBARGO: 10.00 BST THURSDAY 24 OCTOBER 2019

Aston Martin and Brough Superior to collaborate on limited edition motorcycles

- **New partnership between luxury automotive manufacturers will showcase the integration of beautiful design and exquisite engineering in strictly limited edition motorcycles**
- **Aston Martin wings soon to appear on a motorcycle for the first time**
- **The first motorcycle produced by this new partnership will be revealed at the EICMA motorcycle show in Milan on 5 November 2019**

24 October 2019, Gaydon, UK: The iconic Aston Martin wings will appear on a motorcycle for the first time when the initial product of an exciting new collaboration between Aston Martin Lagonda and Brough Superior is revealed at the EICMA motorcycle show in Milan, Italy.

Brough Superior, the eponymous performance motorcycle brand created by George Brough in 1919 and resurrected by enthusiasts long after his death is, like Aston Martin, a luxury brand with great heritage. Both Brough Superior and Aston Martin place huge importance on developing a brand that customers are proud to be part of and products that strike the perfect balance between performance and design.

Both masters of craftsmanship who use the finest materials to breathe life into their designs, as independent companies they also revel in their ability to offer bespoke design and engineering solutions so a collaboration between the two brands is virtually guaranteed to produce something very special.

The first new motorcycle is the combined vision of Aston Martin Executive Vice President and Chief Creative Officer Marek Reichman and Brough Superior CEO Thierry Henriette, who are both motorcycle enthusiasts.

Reichman said: “This is a fascinating and very popular project for myself and my team. The opportunity to collaborate with Brough Superior has given us the chance to bring our own unique views on how beauty and engineering can combine to create a highly emotive piece of vehicle design. We’re excited about the end result and can’t wait to see the reaction the motorcycle receives when it is revealed next year.”

Henriette commented: “Aston Martin and Brough Superior are two luxury automotive manufacturers sharing the same passion for exclusive design and performance, the idea of developing a motorcycle in a frame of a close partnership came naturally.”

Full details on the strictly limited edition motorcycle will be revealed in Milan on 5 November. Brough Superior’s stand at EICMA is located in Hall 24, Stand C68.

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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 Vantage, DB11, Rapide AMR and DBS Superleggera. 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 1899 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 development of a new manufacturing centre in St Athan, Wales.

About Brough Superior:

Brough Superior Motorcycles was established in Nottingham, England, in 1919, by George Brough. Brough Superior was the fastest, best-looking, most expensive brand to be ridden by thrill-seeking record-breakers and gentleman riders from the roaring twenties. Brough Superior’s most famous fan was T.E Lawrence “of Arabia” who owned seven of the brand.

Relaunched in 2013 by Thierry Henriette, a highly-respected motorcycle designer who has worked for major manufacturers throughout the world. He started by relaunching the most famous of George Brough’s motorcycles, the one favoured by Lawrence of Arabia, the SS100.

The new era Brough Superior bikes have kept the DNA of the classics such as the art deco design and improved it beyond the modern standards with exclusive technologies and the finest materials. Today Brough Superior produces a range of three luxury modern classic motorcycles, recognised for their superior quality, high performance and precise handling that provide a joy riding experience.

These distinctive motorcycles are handcrafted in limited numbers in a fully integrated process including the specific engine built in Toulouse, France, capital of the Aerospace industry, and shipped worldwide.

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