



Aston Martin appoints Regional President for Japan and South Korea

- Experienced luxury automotive leader Greg Adams joins Aston Martin
- Dedicated regional leadership seeks to capitalise on huge growth potential for Aston Martin in Asia

31 August 2022 - Gaydon, UK: Aston Martin Lagonda has strengthened its senior leadership in Asia with the appointment of luxury automotive leader Greg Adams as the company's new Regional President, Japan and South Korea.

Adams brings to Aston Martin more than 30 years' experience in the global automotive industry in both North America and Asia and joins the company from his previous position as Representative Director and President of Maserati Japan. His career includes positions with Daimler Chrysler, Mitsubishi, Nissan and Ford, in addition to establishing and running Ferrari Japan and serving as the brand's Head of Marketing & Brand Experience in North America. Prior to returning to Japan two years ago to oversee Maserati's Japan business, Adams held electrification product strategy positions with international EV start-ups.

The appointment of a dedicated Regional President for Japan and South Korea, to be based in Tokyo, forms part of Aston Martin's strategic growth plans in Asia, with the brand seeking to capitalise on the region's huge commercial potential and increasing consumer demand.

Amedeo Felisa, Chief Executive Officer of Aston Martin, said: "I believe that in collaboration with the global commercial team and Freda Wang, our Regional President of Greater China, Greg can play an important part in accelerating our plans in Asia, a region which holds a huge growth opportunity for Aston Martin."

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About Aston Martin Lagonda:

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB11, DBS, DBX and its first hypercar, the Aston Martin Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

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, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment, a move that led to Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Cognizant Formula One™ Team and commenced new era for the iconic British marque.



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