



ASTON MARTIN

### **Aston Martin backs Power of Women**

- **Aston Martin partners with Power of Women for second series**
- **Laura Schwab, Head of Aston Martin the Americas, to feature**
- **Series premieres on the 26 August 2019 on Sky Arts**

*23 August 2019, Gaydon:* Aston Martin is proud to once again be the official partner of the Power of Women series with the second season due to premiere on the 26<sup>th</sup> August 2019 on the Sky Arts channel.

The six-episode series features extraordinary women at the top of their game discussing what it took to take them to the top of their chosen career. Aston Martin is delighted to support this pioneering series and hopes that it assists in correcting the gender imbalance in the automotive industry.

Power of Women celebrates female empowerment by creating conversations between two exemplary peers. Women in the second series include Rose McGowan, Jane Goodall OBE, Gloria Allred, Mel C, Sharlene Spiteri, HRH Princess Tessy Of Luxembourg, Alex Crawford OBE, Baroness Helena Kennedy, Ruby Wax, Virginia McKenna and Aston Martin's own Laura Schwab, Head of Aston Martin the Americas.

Laura, the first female head of a regional operation in Aston Martin's history, commented: "The automotive industry has traditionally been male dominated, but we're slowly seeing the real and perceived barriers to leadership being removed. I hope we'll see a continued shift in the composure of the C-Suite, where diversity contributes to a more well-rounded approach to product design, sales and marketing; that can only serve to benefit those interacting with our brand."

The series features open and honest conversations on power, work, relationships and equality and how the unequivocal drive of these individuals enabled them to succeed. These intimate conversations are both entertaining and revealing and seek to inspire and empower viewers to feel they can accomplish whatever they set their minds to.

Series Creator and Director, Rosemary Reed, said: “I wanted to make a series about powerful, determined and successful women – not celebrities. But women who had just gone for it and to explore what drove them. There is a gender bias in our society, in my own industry only 7% of film directors are women. Power of Women showcases intimate conversations between two extraordinary peers and my hope is that these conversations empower viewers to feel they too can accomplish anything.”

To learn more about series, visit [www.sky.com/watch/channel/sky-arts/the-power-of-women](http://www.sky.com/watch/channel/sky-arts/the-power-of-women) for more information.

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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.

[www.astonmartin.com/media](http://www.astonmartin.com/media)



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