



Aston Martin brings intensity to Pebble Beach with strongest-ever brand presence and new products

Exclusive clubhouse – *Aston Martin Club 1913* – brings iconic ultra-luxury British brand to the Pebble Beach Links Golf Course

- **Aston Martin to introduce two breathtaking new models with a world-first reveal and public product debut at Pebble Beach**
- **Latest development progress for the Valhalla hybrid supercar to be presented with its driver-focused concept interior**
- **Critically acclaimed DBX707, the world's most powerful luxury SUV, to roar at Pebble Beach with exclusive test drives**
- **First large-scale event for Aston Martin following launch of its bold new creative identity and updated iconic wings logo**

01 August 2022, Gaydon, Warwickshire, UK: Aston Martin will introduce two new high-performance models to its breathtaking portfolio, as part of its strongest-ever presence at the world-renowned Pebble Beach Concours d'Elegance.

The British ultra-luxury manufacturer returns to the prestigious Pebble Beach Golf Links for the 2022 Monterey Car Week in August with its brand centre – *Aston Martin Club 1913* – showcasing two brand-new products, Aston Martin's new creative identity and important updates to the development of the Valhalla mid-engine supercar.

Following its marquee position in 2021, Aston Martin has elevated *Aston Martin Club 1913* with a new footprint and fresh design, reflecting the company's new brand identity. The custom-built invitation-only luxury clubhouse gives guests the preeminent view of the world's most prestigious vintage car event while overlooking the hallowed 18th fairway of the Pebble Beach Golf Links and panoramic views of Stillwater Cove.

Underscoring the prestige and provenance of the vintage cars selected to be displayed in the Pebble Beach Concours d'Elegance, the 2022 event will serve as the backdrop for two exciting additions to Aston Martin's high-performance portfolio.

To celebrate the 10th Anniversary of the luxury marques bespoke service, Q by Aston Martin; a very special, ultra-exclusive model will be shown for the first time that encapsulates the brand's winning track bloodline with a nod to success at the 24 Hours of Le Mans. The second model is a new truly thrilling performance focused model which continues the high-octane emotion and intense driving pleasure defined by breath-taking new models such as DBX707, V12 Vantage and the uncompromising Aston Martin Valkyrie. This new model will be exclusively revealed on Friday 19 August at a private VIP evening event and later available to view throughout the weekend at *Aston Martin Club 1913*, by special invitation.

Following its North American debut last year in Pebble Beach, Aston Martin will also share exciting development updates to its latest supercar project, Valhalla. The hybrid supercar will be proudly displayed at *Aston Martin Club 1913* for the first time with a revised concept of its driver-focused interior; offering an interactive space for prospective owners to test the vehicle's unique seating position and F1® inspired overall ergonomics.

Limited to 999 examples, the Valhalla defines the mastery of driving: combining intense performance and pinpoint dynamics for unprecedented driver involvement and driving experience. Valhalla features a bespoke twin-turbo flat-plane V8 engine mated with twin e-motors to create a 950PS (937hp) hybrid powertrain.

Aston Martin Club 1913 will also feature the critically acclaimed DBX707 – the flagship of Aston Martin's SUV portfolio, and the fastest and most powerful production luxury SUV ever made. In addition to the prominent static display space within the clubhouse, guests of Aston Martin can also reserve the exclusive opportunity to be among the first to test drive the 707PS (697hp) super-SUV throughout the weekend.

Earlier this month, Aston Martin's iconic wings took flight into an intense new era, with the British ultra-luxury marque launching a bold new creative brand strategy and global marketing campaign designed to accelerate growth amongst new audiences, including a radical and contemporary redesign to the brand's iconic wings logo – the first redesign since 2003 and only the eighth time in Aston Martin's 109-year history that it has been significantly adjusted. The new creative will take centre stage for the first time in experiential form at Pebble Beach.

Renato Bisignani, Head of Global Marketing and Communications at Aston Martin said: “As one of the premier luxury events in the world, the Pebble Beach Concours d’Elegance is an important opportunity for Aston Martin to connect with our loyal customers and showcase our latest product offering.

“We look forward to celebrating Aston Martin’s new era of performance at Pebble Beach and displaying our iconic ultra-luxury models, including a world-first reveal of an exciting new model, and the public debut of another thrilling addition to our breathtaking portfolio.”

Aston Martin Club 1913 is located at 1536 Cypress Drive in Pebble Beach, overlooking the 18th fairway of the Pebble Beach Golf Links. Access is by invitation only from Friday, 19 August through Sunday, 21 August. Guests interested in visiting the brand space may contact their local dealer for more information.

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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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