



Aston Martin celebrates 110th anniversary with reveal of special logo on AMR23 Formula 1[®] car

- **British Grand Prix™ to be focal point of Aston Martin's year-long anniversary commemorations, celebrating 110 years of high-octane on-track success**
- **New market research highlights F1[®] is building consideration and customer appeal for Aston Martin**

13 February 2023 – Silverstone, UK: Aston Martin's 110 years of iconic on-track intensity will be celebrated throughout the 2023 FIA Formula One World Championship™ season, with a special anniversary logo revealed today to mark the ultra-luxury manufacturer's milestone.

Unveiled for the very first time on the nose of the new AMR23 challenger to be raced this season by established driver Lance Stroll and two-time F1[®] World Champion Fernando Alonso, the '110 Iconic Years' crest features Aston Martin's renowned wings marque, which was redesigned in 2022 as part of a bold new creative identity to match the brand's future direction.

The 110th anniversary will be celebrated throughout 2023, with Aston Martin's home Grand Prix at Silverstone seeing a special celebration of the British manufacturer's past, present and future.

2023 promises to be a monumental year for Aston Martin, with the brand embracing its new era of high-performance and ultra-luxury by unleashing the first of its next generation of sports cars.

The year will also see the first phase of construction completed on the Aston Martin Aramco Cognizant Formula One™ Team's new state of the art 400,000 square feet (37,000m²) F1[®] campus at Silverstone, which hosted today's team launch and will drive further technological collaboration between race and road in the future with the creation of a cutting-edge wind tunnel and simulator facility, set for completion at the end of 2024, that holds the potential to be utilised by Aston Martin Lagonda when developing its high performance products.

The brand's presence at the pinnacle of motorsport is a key pillar of Aston Martin's brand and performance product strategy, with new market research revealing that Formula 1® is connecting Aston Martin with an engaged audience and raising consideration in key markets.

With the sport enjoying record popularity worldwide, research indicates more than 89% of Aston Martin customers globally are now interested in Formula 1®, whilst in Aston Martin's largest commercial market of the United States, which will host three Grand Prix™ for the first time this season, 96% of customers feel Aston Martin's presence in F1® made them more likely to consider the brand. More than 92% of customers also highlighted that the brand's high-profile on-track presence is amplifying Aston Martin's high-performance and technological credentials, as well as making the feeling of driving an Aston Martin even more exciting.

Lawrence Stroll, Executive Chairman of Aston Martin, said: "110 years on from Aston Martin's foundations on track, 2023 promises to be one of the most exciting years in our rich history, both on the track for the Aston Martin Aramco Cognizant Formula One™ Team and on the road with Aston Martin's ever-expanding line-up of stunning high performance models.

"At a time when the sport is enjoying tremendous popularity worldwide, the return of Aston Martin to Formula 1® has been transformative for the brand and our product image, with market research highlighting its impact not just on our awareness, but also our consideration amongst a new generation of customers. F1® is reinjecting performance DNA to Aston Martin, a factor of our strategy that will further increase with the team's new cutting-edge campus at Silverstone and our desire to compete at the highest level of the sport."

The 2023 season will continue to see the highly desirable Vantage F1® Edition roar off Gaydon's sports car production facility. The 535PS performance car, which in 2021 became the first production model to be adorned with the F1® logo, has been a huge success since its introduction as an Official FIA Safety Car of Formula 1®, a role it will fulfill on the world's greatest circuits again this season alongside the DBX medical car.

Data shows that 72% of Vantage F1® Edition owners are new to the Aston Martin brand, further demonstrating the positive impact that Aston Martin's global presence in the sport is having on its brand desirability and appeal to new customers.

The Aston Martin Aramco Cognizant Formula One™ Team begins the 2023 FIA Formula One World Championship™ season at the Gulf Air Bahrain Grand Prix on 5 March 2023.

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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 Main Market of 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 a new era for the iconic British marque. AMR GP Limited is a privately owned company that owns and operates the F1® team, with the Yew Tree Consortium, controlled by Lawrence Stroll, the largest shareholder in both Aston Martin Lagonda Global Holdings plc and AMR GP Limited.

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