



ASTON MARTIN

**ASTON MARTIN CELEBRATES 70TH ANNIVERSARY OF FIRST SPORTS
CAR IN TO NORTH AMERICA AT PEBBLE BEACH CONCOURS
D'ELEGANCE 2021**

**Exclusive Club House – Aston Martin Club 1913 – located on the iconic
18th Fairway of the Pebble Beach Links Golf Course**

- **70 Years after first entering the American market, Aston Martin's activation at the 2021 Pebble Beach Concours d'Elegance will be its biggest ever**
- **Two major Aston Martin product introductions planned; one global reveal and one North American debut**
- **Aston Martin Cognizant Formula One™ Team AMR21 on display recognizes the brand's return to Grand Prix racing after 60 Years**
- **From *Goldfinger* to *No Time to Die*; Aston Martin honors long-standing relationship with James Bond franchise**

02 August 2021, Gaydon, Warwickshire: 70 years on from the brand first entering the American market, Aston Martin will return to the prestigious Monterey Car Week in 2021 with its largest ever presence on the peninsula as *Aston Martin Club 1913*.

Positioned at a custom-built 11,300 sq. ft. (1,050 sq. m.) luxury Club House in a prime location overlooking the hallowed 18th fairway of the Pebble Beach Golf Links above Stillwater Cove, Aston Martin's 2021 space honors both the past and present, while simultaneously looking forward with the introduction of two new products that point to the brand's performance car future.

Highlighting the weekend, *Aston Martin Club 1913* will host the North American debut of the new Aston Martin Valhalla – following its reveal at the British Grand Prix at

Silverstone – as well as a global reveal of an exciting new product which extends the brand's performance credentials a step further.

In addition to the two debuts, Aston Martin's activation on the peninsula this year will also include a selection of the brand's specials, core sportscars, GTs and SUV, recognizing the British ultra-luxury brand's past, present and future.

Guests visiting *Aston Martin Club 1913* will enjoy a display which celebrates the brand's return to top-level Grand Prix racing after more than 60 years, using technology derived from Formula One® racing endeavors to inform the brand's new mid-engine road car strategy. Sharing the luxury space, Aston Martin will also honor its relationship with the James Bond film franchise spanning more than 50 years. In addition, vehicles which embody the leading-edge capabilities of the marques bespoke service, Q by Aston Martin – cars like the visceral V12 Speedster – will be on display for guests to see first-hand for the first time in America.

70 Years of Aston Martin the Americas

2021 is an auspicious year for Aston Martin in the Americas; it's the 70th anniversary of the brand selling its first car in North America. 70 years of manufacturer sales in the United States and, later, Canada, is a major milestone and, over the course of those seven decades, the business has seen itself taken to the hearts of luxury sports car enthusiasts across the continent.

Indeed, around one in four of all Aston Martin cars built to date have found their first owners in North America, making the region hugely important to the commercial performance of the brand.

Shortly after entering production in 1950 with its then-new DB2 saloon, Aston Martin elected to expand its foothold and begin sales in the Americas as a way capitalizing on the region's new-found taste for European sportscars in the immediate post-war years. As part of a fledgling public relations push to raise awareness for the brand in the states, a 1951 DB2/4 was shipped to the U.S. for testing with key automotive enthusiast publications.

Road & Track magazine was among the first publications to get its hands on the car and wasted no time in properly evaluating it with none other than soon-to-be world champion Grand Prix driver Phil Hill at the wheel. Testing and evaluation by U.S.

publications was a success; *Road & Track* proclaimed it to be “...one of the best handling and fastest cars ever tested...” In fact, after concluding the evaluation Hill walked away from the test so impressed, he decided to purchase the test vehicle itself; becoming one of the first buyers of the DB2 in North America, taking delivery on 15 September 1951.

The success of the DB2 in North America cannot be overstated. Of the 411 cars built, around a third made their way direct from the Aston Martin factory to owners in the United States. 70 years on from its humble beginnings in 1951 there have been ebbs and flows for the business. Today however, one thing remains the same; Aston Martin the Americas still accounts for roughly 30% Aston Martins sold worldwide annually, making it the brand's largest market by volume. Unit sales in the Americas more than trebled to over 1,000 vehicles in H1 2021 representing 36% of global sales with an increased mix vs prior year with strong performance from DBX.

In 2021, Aston Martin the Americas counts 35 dedicated dealers across the United States, with a further five dealers in Canada, as well as individual locations in Mexico, Chile, Peru and most recently, Brazil.

Reflecting on the 70-year association between Aston Martin and North America the marque's Chief Executive Officer, Tobias Moers, said: “For seven decades now, enthusiast drivers in the United States and Canada have had the chance to enjoy some of the greatest cars we have yet made. Around a quarter of all the cars we have ever made have been sold in North America; American and Canadian investment, management and support have played a major part in the company's history. I am very happy to see us celebrate not only this important anniversary, but also the enduring link between our brand and the knowledgeable and hugely enthusiastic brand of owners who enjoy our cars in North America today.”

A Global Product Reveal and a North American Debut

Underscoring the prestige and provenance of the vintage cars selected to be displayed in the Pebble Beach Concours d'Elegance, Aston Martin has chosen its space overlooking this year's event to globally debut a new product from the brand which extends the company's performance credentials a step further. The new product will be revealed Thursday, 12 August at a private VIP event and later available to view at *Aston Martin Club 1913* from Friday, 13 August, by invitation.

Following its global reveal at the British Grand Prix in July, Aston Martin will bring its new Valhalla supercar to the Monterey Peninsula where enthusiasts, brand fans and prospective owners can see it first-hand. With development led by Aston Martin's CEO, Tobias Moers, Valhalla is the latest and most significant product of the brand's Project Horizon strategy to-date; a car which will broaden the model portfolio to reflect Aston Martin's presence in Formula One®, set best-in-class standards for performance, dynamics and driving pleasure, and drive the transition from internal combustion to hybrid and later, full-electric powertrains.

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Valhalla heralds a new definition of Aston Martin. With a mid-engined 950PS (937HP) plug-in hybrid (PHEV) powertrain, carbon fibre structure and aerodynamics shaped by the pioneering philosophy first seen in the revolutionary Aston Martin Valkyrie, Valhalla will bring the perfect balance of hypercar performance and advanced powertrain, driving dynamics and uniquely sophisticated design materials to truly redefine the supercar sector. [Read more about Valhalla here.](#)

Q By Aston Martin Specials – V12 Speedster

Aston Martin will bring its V12 Speedster to America for display in Monterey, this latest example finished in the iconic Aston Martin Racing Green.

Created by luxury British marque's bespoke customisation service 'Q by Aston Martin', the Aston Martin V12 Speedster is a truly visceral driver's car which celebrates open-air motoring and draws inspiration from both the brand's rich racing history and aeronautical design. Demonstrating the skills and meticulous planning of Q by Aston Martin and Aston Martin Design, the V12 Speedster is a living show car, underlining the company's commitment to deliver customers a stunning driver's car, using the engineering ingenuity and advanced materials evident throughout the entire Aston Martin range. Just 88 examples of the Aston Martin are available to buyers worldwide. [Read more about V12 Speedster here.](#)

50 Years of James Bond

The relationship between the James Bond film franchise and Aston Martin is one with more than 50 years of history behind it such that the two are often synonymous with one another. Ahead of this Autumn's premiere of the latest film within the Bond franchise – *No Time to Die* – Aston Martin will celebrate its relationship with the world's most famous spy with a display that celebrates the first Aston Martin to feature in one of the films, the iconic, 1964 DB5.

Guests visiting *Aston Martin Club 1913* will also be treated with the opportunity to see the £2.75 million + taxes DB5 Goldfinger Continuation car – one of just 25 customer cars – created in association with the producers of the James Bond films, EON Productions, and featuring a broad suite of working gadgets first seen on screen in the 1964 James Bond film, *Goldfinger*. [Read more about the DB5 Goldfinger Continuation cars here.](#)

The latest, and 25th, film in the Bond franchise – *No Time to Die* – premieres 8 October in the United States and features the most Aston Martins of any James Bond film yet, with four cars from the ultra-luxury brand; the 1964 DB5, a classic Aston Martin V8 first seen in 1987's *Living Daylights*, the latest DBS Superleggera and the 2019 Valhalla concept. All told, Aston Martin vehicles have been featured in 12 of the franchise's films, with *No Time to Die* Aston Martin's 13th James Bond film.

“The past 16 months or so have been a time of unprecedented uncertainty for many around the world, including those of us at Aston Martin, but we've also taken this time to undertake a radical transformation, positioning ourselves for the future,” said Renato Bisignani, Head of Global Marketing and Communications for Aston Martin. “With a new leadership team in place, an exciting portfolio of new products to look forward to and new partnerships, the 2021 Monterey Car Week is very much the culmination of all this hard work; it's only fitting this is our largest activation ever.”

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, 13 August through Sunday, 15 August. Guests interested in visiting the brand space may contact their local dealer for more information.

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Notes to Editors:

- Further press information on the full list of vehicles displayed in Pebble Beach can be found linked below:

Global & North American Debuts:	Cars of James Bond:
2023 Valhalla TBA – New Performance Product	1964 DB5 Goldfinger Continuation Car
	Aston Martin Cognizant Formula One™:
Q by Aston Martin Specials:	AMR21 Formula One® Race Car
2021 V12 Speedster	
	Sportscars, GTs & SUV:
	2021 Vantage Roadster
	2021 DBS Superleggera Volante
	2021 DBX

- A library with images of each of these cars is [available here](#)
- Additional photo, video assets and press releases can be found at [Media.AstonMartin.com](#) and [Media.AstonMartinF1.com](#).

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, DBS Superleggera and the new SUV, DBX. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 55 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.

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