



ASTON MARTIN

Aston Martin Chief Creative Officer Marek Reichman appointed to prestigious DESIGNBEST Hall of Fame

07 February 2018, Salzburg: Aston Martin EVP and Chief Creative Officer Marek Reichman has been appointed to the prestigious DESIGNBEST Hall of Fame. Voted by automotive journalists from over 30 European countries, Reichman has been described as one of the best car designers in the world, designing some of the most iconic Aston Martin models including the DB10, built exclusively for James Bond, the DB11, the latest in the illustrious DB bloodline and the new Vantage.

Reichman commented: "You have a great responsibility when you are a designer at a marque such as Aston Martin. Design has to change the visual landscape but represent, wholeheartedly, the brand. We are designing traditional GTs, a revolutionary front-engined sports car, an SUV, luxury residences in Miami and a state-of-the-art submersible – I don't think there is a better place to be a designer. I am extremely proud to become a member of the prestigious DESIGNBEST Hall of Fame, which I would like to dedicate to my design team based in our Design Studio at our Gaydon Headquarters in the UK."

Jury chairman Dan Vardie said: "This year's 'DESIGNBEST' award goes to Marek Reichman, the Chief Creative Officer at Aston Martin Lagonda. Entering this one of a kind Hall of Fame, reserved only for the best car designers, Reichman receives a European recognition for his outstanding job at the British car manufacturer. The designer of some of the most iconic cars of the last decade, including some for James Bond, is one of the most talented and influential of our time. He has made a remarkable contribution to the evolution of Aston Martin brand from a 'pure luxury car' to a luxury brand, offering many products, services and experiences."

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