



**ASTON MARTIN DBX VOTED 'BEST-DESIGNED CAR OF THE YEAR' BY
THE SUNDAY TIMES**

- **Debut luxury SUV from British carmaker wins prestigious accolade at The Sunday Times Motor Awards**
- **Shortlisted by News UK judges, the award is decided by reader votes**

04 October 2020, London UK: Aston Martin Lagonda's first SUV, DBX, has been awarded the 'Best Designed Car of the Year' at The Sunday Times Motor Awards. While the shortlist is drawn up by judges at News UK, the winners are chosen by readers votes.

Will Dron, Editor of Driving.co.uk at The Sunday Times said, "A brand traditionally associated with sports cars had a tough job on its hands creating its first SUV, but the fact that Sunday Times readers voted the DBX their favourite design of the year — against some truly stunning competition — is a clear indication that Aston Martin got it right first time. Congratulations!".

The Aston Martin DBX was first revealed in November last year and sees the British brand compete in a new segment of the global luxury market for the first time. Built on a new dedicated platform in a purpose-built manufacturing facility in St Athan in Wales, DBX remains distinctly an Aston Martin through both its engineering and design: From the signature grille at the front, through the sculptured sides and design feature line, to the tailgate flip that draws inspiration from the brands most focused sports car, Vantage.

Marek Reichman, Aston Martin Lagonda EVP and Chief Creative Officer said, "We are delighted that Aston Martin DBX has been awarded by readers of The Sunday Times for its design. We designed DBX as we would a sports car, but its unique platform gave us the freedom to create an SUV with stunning performance and design and to be awarded Best Designed Car of the Year makes us very proud of what we have achieved".

The Aston Martin DBX is available to order now. Recommended Retail Price from £158,000* in the UK.

- ENDS -

**Includes 3 year's servicing*

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 51 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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