



ASTON MARTIN

**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.



Global Headquarters Gaydon

Kevin Watters
Director of Communications
Mobile: +44 (0)7764 386683
E-Mail: kevin.watters@astonmartin.com

Grace Barnie
Manager, Corporate Communications
Mobile: +44 (0)7880 903490
E-Mail: grace.barnie@astonmartin.com

Jessica Jay
Press Officer, Product Communications
Mobile: ++44 (0)7825 863880
E-Mail: jessica.jay@astonmartin.com

Raphaelle Loheac-Derboulle
Press Officer, Lifestyle Communications
Mobile: +44 (0)7801 265126
E-Mail: raphaele.loheac@astonmartin.com

Sophie Tobin
Press Officer
Mobile: +44 (0)7812 679785
E-Mail: sophie.tobin@astonmartin.com

Scott Fisher
Heritage Communications Manager
Mobile: +44 (0)7841 912225
E-mail: scott.fisher1@astonmartin.com

The Americas

Nathan Hoyt
Head of Public Relations
Mobile: +1 949 707 7747
E-Mail: nathan.hoyt@astonmartin.com

Valentine Oldham
Mobile: +1 617 721 5392
Email: valentine@valentinepr.com

Continental Europe

Tina Brenner
PR Manager EU
Mobile: +49 (0) 172 8232375
E-Mail: tina.brenner@astonmartin.com

Judith Richter
PR Executive Europe
Tel: +49 (0) 69 77075 2018
Mobile: +49 (0) 162 258 1360
Email: judith.richter@astonmartin.com

China

Leith Gao
Head of Marting and Communications
Tel: +86 138 1781 8286
E-Mail: leith.gao@astonmartin.com

Elisa Zhou
PR Manager
Tel: +86 136 8168 3374
E-Mail: elisa.zhou1@astonmartin.com

Asia Pacific

Andreas Rosén
Marketing and Communications Manager
Mobile: +65 9618 7742
Email: Andreas.Rosen@astonmartin.com

Sarah McDonald
PR - Australia
Mobile: +61 438 115 108
E-Mail: Sarah.McDonald@astonmartin.com

Middle East

Ramzi Atat
Marcoms Senior Manager
+971 (50) 5187778
E-Mail: ramzi.atat@astonmartin.com

Sandra Schneider
Tel: +971 50 524 0120
E-Mail: sandra@schneider-pr.net