



ASTON MARTIN

Aston Martin ‘House of Beautiful’ brand centre opens in Shanghai

- **Continued investment in Chinese market includes company’s first global brand centre in China**
- **Facility officially opened by Aston Martin Vice President and Chief Creative Officer Marek Reichman**

22 October 2018, Shanghai, China: Iconic luxury British sports car manufacturer, Aston Martin Lagonda (AML), today announced the grand opening of its first global brand centre in China.

Located in Shanghai’s Lujiazui financial district, the ‘House of Beautiful’ brand centre showcases all aspects of the Aston Martin experience, bringing together the company’s products, experiences and brand collaborations.

The impressive facility occupies over 300m² and includes vehicle displays, space for entertaining and a lounge area for guests to relax. Situated within the MIFA 1862 Art Centre, the House of Beautiful will host design master classes, photography exhibitions and other exclusive events.

The new brand centre is part of the British luxury marque’s £620m trade and investment programme in China. The five-year plan, was announced by Aston Martin President and Group Chief Executive Officer, Dr Andy Palmer during a visit to China by a UK business delegation accompanying British Prime Minister Theresa May earlier this year.

Speaking at the opening of the global brand centre in Shanghai, Aston Martin Lagonda’s Vice President and Chief Creative Officer, Marek Reichman said: “The House of Beautiful mixes local culture, art, and shopping – delivering a truly luxurious experience.

“The new brand centre is part of an investment plan to strengthen our brand visibility to increase sales performance, which will further improve Aston Martin’s market

share in this key market. This reflects our confidence in the Aston Martin brand and the attractiveness of the Chinese market which was our fastest growing region in 2017.”

The interior of the new brand-new ‘House of Beautiful’ brand centre has been designed by Marek Reichman and his team. Using the best materials and finishes, they have created an environment that enhances the cars on display.

Mr Peng Mingshan, President of Aston Martin China, said, “Shanghai has the perfect mixture of eastern and western culture. The opening of ‘the ‘House of Beautiful’ is a significant milestone for our planned expansion in China. We will bring more unique brand experience to Chinese clients and fans of Aston Martin.”

Alex Hua Tian, the Chinese equestrian and Aston Martin China’s ‘Friend of the Brand’, also attended the opening of the ‘House of Beautiful’. He said: “It was a pleasure to attend the opening of Aston Martin’s first brand centre in China. The House of Beautiful is a truly luxurious destination which I am sure customers and fans will enjoy visiting.”

Aston Martin’s House of Beautiful is located L111, MIFA 1862 Arts Center, No. 1777, Riverside Avenue, Pudong New Area, Shanghai and is open seven days a week from 10am to 10pm.

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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 DB11, Rapide S, DBS Superleggera, Vantage and Vanquish Zagato. The Lagonda brand will relaunch in 2021 as the world’s first luxury electric vehicle company. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 53 countries around the world.

Lagonda was founded in 1904 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown. Under the leadership of Dr Andy Palmer and a new management team, the Group launched its Second Century Plan in 2015 to deliver sustainable long-term growth. The plan is underpinned by the introduction of seven new models including the DB11, new Vantage, DBS Superleggera and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales.

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