



ASTON MARTIN

For immediate release

## **Aston Martin Lagonda Announce New Business Units for Heritage and Partnerships and Completes Integration of Sixth Global Region**

*23 April 2018, Gaydon:* Aston Martin Lagonda (AML) today announced the establishment of two new business units to accelerate the growth of the company's heritage and brand extension businesses. The company also confirmed the restructuring and integration of the Middle East region, creating six regional operations for the company: UK & South Africa; Europe; Middle East; Asia Pacific and India, China and The Americas.

Dr Andy Palmer, President and Chief Executive Officer, Aston Martin Lagonda commented: "with our financial turnaround complete we are now implementing a fresh wave of new initiatives designed to accelerate our growth. Under the Second Century Plan we have prioritised investment in new products but we also intend to drive revenue growth in adjacent areas of the business. Today's announcements demonstrate our intent to move fast and decisively where we see opportunity".

The creation of Aston Martin Middle East and North Africa as the company's sixth global region. Dan Balmer, currently President of Aston Martin UK & South Africa is appointed President of the new region and will be based at a new regional office to be opened in the U.A.E. in Q3 2018. Dan is replaced by Phil Eaglesfield, currently Director of Global Aftersales and Service. Both Dan and Phil will report to VP & Chief Sales Officer for AML, Christian Marti.

The creation of Aston Martin Works as a specific business unit focused on the company's growing heritage sales, service and restoration business. Aston Martin Works continues to be

based from its historic home in Newport Pagnell, recently reinstated as a manufacturing facility with the DB4GT continuation programme.

Paul Spires, currently Managing Director of Aston Martin Works is appointed to the newly created position of President, Aston Martin Works and will report to Dr Andy Palmer. Dr Palmer is also named Executive Chairman, Aston Martin Works in addition to his role of Group CEO for AML.

The formation of Aston Martin Partnerships, incorporating Aston Martin Brands, a new business unit covering the company's brand extension, partnership, consulting and sponsorship activities. These include the company's real estate, marine, aviation and consulting ventures. Simon Sproule, VP & Chief Marketing Officer of AML takes on the additional responsibility of President for this new business unit. Aston Martin Partnerships will be located at the new Aston Martin Advanced Performance Design and Engineering Centre in Milton Keynes.

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