



ASTON MARTIN

Aston Martin Lagonda celebrates opening of flagship dealership in Abu Dhabi

- **Luxury carmaker expands dealer network in the Middle East**
- **Aston Martin Abu Dhabi opens in prestigious location close to Emirates Palace**

15 November 2018, Abu Dhabi: Luxury British carmaker, Aston Martin Lagonda celebrated the opening of a new flagship dealership in Abu Dhabi last night in the presence of His Highness Sheikh Zayed bin Sultan bin Khalifa Al Nahyan. At an exclusive evening reception, guests mingled with senior personnel from Aston Martin, including Dan Balmer, President, Aston Martin Lagonda Middle East, North Africa & Turkey and David King, Vice President and Chief Special Operations Officer.

Aston Martin Abu Dhabi is situated in a prime location in the prestigious Etihad Towers, overlooking the beautiful Emirates Palace. The dealership boasts a state-of-the-art 521m² showroom with eight Aston Martins on display, including the three newest model offerings: DB11, Vantage and DBS Superleggera, alongside an Aston Martin Red Bull Racing showcar.

Customers will also have the opportunity to activate 'Q by Aston Martin' at the new dealership, creating their own unique sports car in the 'Q Lounge'.

Speaking on the opening night, Dan Balmer said: "The opening of a flagship dealership in Abu Dhabi is a real statement of intent for Aston Martin in the Middle East. This is a growing market, with 14 dealerships, and now our customers in Abu Dhabi and the surrounding area can enjoy the experience of purchasing their next Aston Martin in a prestigious location."

The opening of Aston Martin Abu Dhabi takes place just over a week ahead of the Formula One 2018 Etihad Airways Abu Dhabi Grand Prix TM, which will see the Aston Martin wings flying proudly on the Aston Martin Red Bull Racing cars in the closing race of the season.

Following this, in December three of the marque's customer racing teams will compete in the Gulf 12 Hours also at Yas Marina Circuit. It will be the first time the brand new Aston Martin Vantage GT3 car has been seen in the Middle East.

- Ends -

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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