



ASTON MARTIN

## **ASTON MARTIN LAUNCH *No Time To Die* CAMPAIGN AND UNVEIL GIANT CORGI BOX COMPLETE WITH ICONIC DB5**

- **Aston Martin launch *No Time To Die* campaign with exclusive reveal of global TV spot featuring the iconic Aston Martin DB5**
- **Celebration marked with unveil of giant replica of original 1965 Corgi DB5 model toy box in central London.**
- **The launch marks the one-month countdown until the release of *No Time To Die*.**
- **The Corgi box and car will be on display to the public at The Coaling Jetty, Battersea Power Station until 1 October 2021.**

*31 August 2021, London, UK:* With only a month until the release of the 25<sup>th</sup> Bond movie, Aston Martin launched its *No Time To Die* campaign today with an exclusive screening of its *No Time To Die* TV spot, against the backdrop of London's Battersea Power Station.

*No Time To Die*, to be released globally from September 2021, features four iconic Aston Martin models from past, present and future. James Bond's highly-anticipated return to cinema marks the first time four different models have appeared in a 007 film: the DB5, the classic Aston Martin V8, the brand's super GT – DBS and the exceptional Aston Martin Valhalla – the forthcoming mid-engined hypercar.

To celebrate the return of 007's iconic Aston Martin DB5 to the big screen, Aston Martin and Corgi also unveiled a full-size replica of the original 1965 Corgi DB5 model. Located at The Coaling Jetty, outside Battersea Power Station, the life size model which measures 5.66 metres long, 2.7 metres tall and 2.7 metres deep, replicates the original Corgi design and houses an Aston Martin DB5 *Goldfinger* Continuation car. The DB5 is complete with a broad selection of working gadgets that fans will recognise from the classic James Bond film: rotating number plates, a retractable bullet proof rear shield, extending front over-riders and of course pop out machine guns.

Just 25 DB5 *Goldfinger* Continuation cars are being produced, more than 55 years after the last new DB5 rolled off the line at Aston Martin's then global manufacturing base in Newport Pagnell, Buckinghamshire. All new cars are authentic reproductions of the DB5 seen on screen, available in one exterior colour specification – Silver Birch (just like the original) – with only some sympathetic modifications and enhancements to ensure the highest levels of quality and reliability.

Corgi is the original home of diecast scale modelling. What were once simply toys are now highly sought after in the expanding collectables market and the most famous Corgi release of all time is indisputably James Bond's Aston Martin DB5, first released in 1965. Replicating the action features of the vehicle seen on-screen in *Goldfinger*, it was an instant success earning the UK 'Toy of the Year' and 'Best Boys Toy' titles at the National Association of Toy Retailers Awards in the same year. Priced originally at around 10/- (50p), the model has proven so popular over the years it has had to be retooled numerous times, allowing it to sell over 20 million units worldwide. It is still being produced to this day.

The grand unveil was carried out by Marek Reichman, EVP & Chief Creative Officer, Aston Martin Lagonda. Reichman was joined by Chris Corbould OBE, Special Effects Co-Ordinator, who is not only responsible for some of the most iconic James Bond action scenes from the past 14 films but was also heavily involved in the engineering of the eight DB5 stunt replicas produced for the movie and the working gadgets on the DB5 *Goldfinger* Continuation cars.

Marek Reichman said "We are really honored to be marking the start of the *No Time To Die* campaign today with this exciting unveil. Aston Martin's relationship with James Bond spans decades and the DB5 is, without question, the most famous car in the world by virtue of its 50-plus year association. Working with EON Productions and Chris Corbould to build 25 of the DB5 *Goldfinger* Continuations was a truly unique project for everyone involved at Aston Martin. Now, to work with Corgi - another quintessential British brand - and to see James Bond's most cherished car sitting inside a to-scale toy box in central London is quite outstanding".

Chris Corbould said, "Having worked closely with Aston Martin over the years to bring to life some of the most ambitious Bond scenes, and most recently on *No Time To Die* I can genuinely say it is a privilege to be here today to help unveil this incredible display for such an iconic car that truly holds a special place in Bond history".

The full-size replica Corgi DB5 box will be on display at Battersea Power Station for the general public to see until 1 October 2021.

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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 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 55 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.

### **About *No Time To Die*:**

*No Time To Die* is the official title of the 25th James Bond adventure. The film — from Albert R. Broccoli's EON Productions, Metro Goldwyn Mayer Studios (MGM), and Universal Pictures International — is directed by Cary Joji Fukunaga and stars Daniel Craig, who returns for his fifth film as Ian Fleming's James Bond 007.

Written by Neal Purvis & Robert Wade (*Spectre*, *Skyfall*), Cary Joji Fukunaga, and Phoebe Waller-Bridge (*Killing Eve*, *Fleabag*), the film will be released globally from September 2021 through Universal Pictures International and MGM via their United Artists Releasing banner.

In *No Time To Die*, Bond has left active service and is enjoying a tranquil life in Jamaica. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help. The mission to rescue a kidnapped scientist turns out to be far more treacherous than expected, leading Bond onto the trail of a mysterious villain armed with dangerous new technology. [www.007.com](http://www.007.com)

### **About EON Productions:**

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that has made the James Bond films since 1962 and together with Danjaq controls all worldwide merchandising. *No Time To Die*, the twenty-fifth 007 film, will be released from September 2021. For more information, visit [www.007.com](http://www.007.com).

### **ABOUT METRO GOLDWYN MAYER (MGM)**

Metro Goldwyn Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. MGM is one of the most well-known brands in the industry with globally recognized film franchises and television content, a broad collection of valuable intellectual property and commercially successful and critically acclaimed content.

In 2012, MGM became the first studio to produce back-to-back billion dollar releases with the films *Skyfall* (with EON Productions and Sony Pictures) and *The Hobbit: An Unexpected Journey* (with New Line Cinema). MGM's impressive roster of feature film releases has also included: *The Hobbit: The Desolation of Smaug*, *The Hobbit: The Battle of the Five Armies*, *Spectre*, *Creed*, *Creed II*, *Me*

Before You, Overboard, Tomb Raider and The Magnificent Seven. MGM, along with co-rights owner and partner, Danjaq, are stewards of the James Bond franchise, one of the longest-running film franchises in history.

#### **ABOUT UNITED ARTISTS RELEASING (UAR)**

United Artists Releasing is a joint venture between Metro Goldwyn Mayer (MGM) and Annapurna Pictures (Annapurna), is a U.S. theatrical releasing company. Built upon the legacy of the iconic United Artists motion picture studio, the joint venture provides a home where filmmakers are supported by thoughtful approaches to marketing, publicity and distribution. United Artists Releasing offers content creators an alternative distribution option outside of the studio system and supports Annapurna and MGM's film slates as well as the films of third-party filmmakers.

#### **ABOUT UNIVERSAL PICTURES INTERNATIONAL (UPI)**

Universal Pictures International (UPI) is the international marketing and distribution division for Universal Pictures. In the United Kingdom, Ireland, Spain, Italy, Germany, Austria, Switzerland, the Netherlands, France, Russia, Korea, Australia, New Zealand, Mexico and China (including Hong Kong SAR), UPI directly markets and distributes movies through its own offices, creating local campaigns and release strategies. In other parts of the world, UPI partners with Warner Bros, with Paramount through United International Pictures (UIP), and with Sony, either directly or through UIP, to distribute its films. Universal Pictures is part of NBCUniversal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal is a subsidiary of Comcast Corporation.