



ASTON MARTIN

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Aston Martin launches AMR in Shanghai

- **Asia show debut for Rapide AMR**
- **Aston Martin underlines commitment to the Chinese market**
- **Launch of Limited V8 Vantage S Great Britain Edition**

19 April 2017, Shanghai: The Shanghai Auto Show marks the Chinese debut of luxury British brand Aston Martin's high-performance brand AMR, bringing a new dimension of race inspired dynamism and performance.

Reflecting Aston Martin's racing pedigree, AMR takes technology and inspiration from motorsport to amplify the sporting prowess present across the model range. With enhanced performance, sharper dynamics and more powerful design language, AMR takes Aston Martin's road cars to new and exciting extremes.

Making its Asia debut, the Rapide AMR represents the first tier of AMR, enhancing the four-door sports car with a comprehensive suite of power, chassis and styling upgrades, plus a spectacular new interior treatment.

AMR Pro is the pinnacle; an uncompromising demonstration of AMR's 'Track to Tarmac' philosophy whereby race technology is transferred to road cars.

Aston Martin President and CEO, Dr Andy Palmer said: "AMR is something we have wanted to bring to fruition for some time. Cars such as the Vantage GT8 and Vantage GT12 confirmed that our customers love raw, race-bred models, but we also knew there was an opportunity to create cars that offer a sharper performance focus but stop short of those truly hard-core, special series models. With the AMR brand we have the perfect platform to deliver both.

The Rapide AMR unveiled here in Shanghai, and the Vantage AMR Pro shown at the 2017 Geneva show are both confirmed for production: The Rapide as a run of only 210 cars; the Vantage in an extremely limited series of no more than 7 cars. This is the start of something very exciting – a programme that will eventually see an AMR version of every model in the Aston Martin range".

Q by Aston Martin

Aston Martin arrives in Shanghai with an example of the marque's enhanced Q by Aston Martin bespoke service. The personalisation service has evolved into a multi-tiered offering, giving customers almost limitless opportunities to create their own unique Aston Martin through enhanced levels of design and customer interaction.

The Q by Aston Martin – Collection brings an array of distinctive design touches to your Aston Martin. This selection of exclusive trim and enhancements can be added to your Aston Martin at the point of specification and installed and hand-finished at the luxury marque's Gaydon headquarters

The second stage of Aston Martin's enhanced offering is 'Q by Aston Martin – Commission', a step into the world of the truly bespoke, individual sports car. Designed through 'Commission' specifically for the Chinese market, the iconic British marque is announcing a special edition Vantage S sports car. Strictly limited to just five examples, the V8 Vantage S Great Britain Edition is the perfect embodiment of British culture and craftsmanship. Finished in Stratus White, the car boasts blue tinted mirrors and rear diffuser and unique red, white and blue exterior wing badges. The interior is lavishly trimmed in a deep Aurora Blue leather, with bespoke 'Zagato' wave quilting, Anodised Blue Rotaries and Union Jack embroidery.

Marek Reichman, Aston Martin's EVP and Chief Creative Officer said: "The Q by Aston Martin service has grown substantially since it was first established in 2012. We have the opportunity to work with our customers, taking personalisation to a different level. Our commitment to Chinese customers is absolute, as demonstrated with the announcement that we are creating products designed specifically with the Chinese customer in mind with our Q by Aston Martin Commission – the V8 Vantage S Great Britain Edition."

The V8 Vantage S Great Britain Edition is priced from RMB 2,088,000.

- Ends -

Notes to editors:

Aston Martin is an independent British luxury sports car company. Famous for the creation of beautiful hand-crafted sports cars, the Aston Martin range today comprises the Vantage S, Rapide S, Vanquish S, DB11 and special-series cars such as the Vanquish Zagato and Aston Martin Vulcan. Based in Gaydon, England, Aston Martin designs and creates sports cars which are sold in more than 50 countries around the world.

Founded in 1913, the company recently launched its six-year Second Century plan for sustainable long-term growth. This is underpinned by the replacement of our entire sports car range, including the DB11, an all-electric RapidE, the reintroduction of the Lagonda marque,

as well as the development of a new manufacturing centre in St Athan, Wales which will build our new sports utility vehicle.

Aston Martin entered the Chinese market in 2008 and has 15 dealerships in mainland China. The business is committed to China and, as such, established Aston Martin Lagonda (China) Automobile Distribution Co., Ltd. (AMLC) on 1 June 2011. AMLC is a wholly-owned subsidiary and General Distributor of Aston Martin cars in China. The experienced AMLC team is based in Shanghai.

Aston Martin will continue to develop its dealer network to reinforce services to its customers across the Chinese mainland to meet market demand. China is a key market for Aston Martin.

Further information available via www.astonmartin.com or www.astonmartin.com/media.

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