



ASTON MARTIN

## **Aston Martin launches new season of luxury lifestyle Art of Living events**

- **Luxury brand's exclusive lifestyle programme offers guests unparalleled access to world-class events in 2019**
- **Luxurious Aston Martin road trips through the breath-taking scenery of Switzerland and Utah await Art of Living guests**
- **Guests can sample the glamour of the Monaco race weekend with Aston Martin Red Bull Racing and the gritty determination of the 24 Hours of Le Mans**

*4 February 2019, Gaydon, UK:* Aston Martin's 2019 season of luxury lifestyle events promises to be the best yet, providing guests with the opportunity to enjoy unparalleled access to world-class events at home and abroad.

Art of Living by Aston Martin is the brand's luxury lifestyle programme, created for those who want to live life the Aston Martin way, indulging in curated lifestyle experiences in areas such as travel, haute cuisine, sport, fashion and culture.

The season begins in February with the popular 'Hokkaido on Ice', which sees guests travel to the Tokachi International Circuit in Japan to learn how to find the limit of an Aston Martin sports car on snow and ice alongside specialist Aston Martin driving instructors, before unwinding in a hot spring.

A glorious season lies ahead for motorsport enthusiasts, starting with the Monaco in May where guests can enjoy a night-race weekend with Aston Martin Red Bull Racing the most fashionable Formula 1 race of the year from the luxury of the Aston Martin Red Bull Racing Energy Station. As part of the Aston Martin family, Art of Living guests will enjoy the company of like-minded people gathered to indulge in a shared passion for speed with exclusive access inside one of the world's most glamorous sporting events. For those with a passion for sports cars, the 24 Hours of Le Mans awaits. Helicopter transfers to and from a luxury chateau takes guests into the world of endurance racing and special behind-the-scenes access to the Aston Martin Racing team as it competes in the season finale of the World Endurance Championship.

Guests can choose to experience the sights and sounds of the Singapore Grand Prix with the Aston Martin Red Bull Racing team or head to Goodwood in the south of England for either the incredible Festival of Speed in July or step back in time for the Revival in September, with special access to a fabulous bespoke programme organised by Aston Martin.

For those who prefer to be in the driving seat, they could soon be driving an Aston Martin through the breath-taking Swiss Alps or hitting the highway for a road trip in Utah, USA. Guests will have the pleasure of driving beautiful cars through some of the world's most iconic scenery. Every detail is looked after by the Art of Living team so guests can simply enjoy the drive.

A new partnership between Aston Martin and Waldorf Astoria presents some fabulous opportunities for the Art of Living season. Collaborating to deliver a number of unforgettable experiences, which allow guests to indulge in the true luxury lifestyle of both brands, starting with 'A Californian Adventure', which will see guests living the high life in Beverly Hills. Other experiences offered by the partnership include a wonderful tour of the Palace of Versailles in Paris before driving to the Champagne region via the Vallee de Chevreuse. The trip concludes in Reims, famous for being at the heart of Champagne production and also as the home of the French Grand Prix in times gone by. When guests are not behind the wheel of an Aston Martin sports cars, they are enjoying superb cuisine during this truly gastronomic road trip, whilst staying in luxury accommodation provided by Waldorf Astoria.

Art of Living by Aston Martin also offers an insight into the world of Aston Martin with behind-the-scenes tours of sites across the UK, from the heritage tour at Aston Martin Works to the world of manufacturing at Gaydon.

Sebastien Delmaire, Director of AM Partnerships said: "Art of Living by Aston Martin offers guests something different, something they cannot get elsewhere. A mindfully curated collection of events provides guests with the opportunity to truly live life the Aston Martin way and become fully immersed in the brand. On every adventure, they will meet like-minded people with whom they can share these wonderful experiences. Every detail will be managed to ensure an experience of a lifetime, every time."

There is something to delight every taste and interest in Aston Martin's 2019 Art of Living season. To learn more about Art of Living please visit: [www.astonmartinartofliving.com](http://www.astonmartinartofliving.com).

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Notes to Editors

## ART OF LIVING BY ASTON MARTIN EXPERIENCES 2019

**14 – 18 February**, Hokkaido On Ice

**April** (exact dates tbc), Waldorf Astoria Experience – A Californian Adventure

**23 – 27 May**, Aston Martin & Red Bull Racing: Monaco Race Weekend

**14 – 17 June**, 24 Hours of Le Mans with Aston Martin

**4 July**, Goodwood Festival of Speed with Aston Martin

**6 – 10 August**, Drive the Swiss Alps with Aston Martin

**September** (exact dates tbc), Waldorf Astoria Experience – A Discovery of Versailles, Troyes & Reims

**15 September**, Goodwood Revival with Aston Martin

**19 – 23 September**, Aston Martin & Red Bull Racing: Singapore Race Weekend

**October** (exact dates tbc), Drive to the Red Roads of Utah with Aston Martin

**All year round**, At Home with Aston Martin: Behind-the-Scenes Factory Tour

**All year round**, At Home with Aston Martin: A Discovery of Power, Passion & Heritage

**From February to November**, Millbrook Performance Driving Course

*\*\*Please note all experiences are subject to availability*

Full details on all experiences can be found online at: [www.astonmartinartofliving.com](http://www.astonmartinartofliving.com).

### 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, Rapide AMR, and DBS Superleggera. 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.

[www.astonmartin.com/media](http://www.astonmartin.com/media)



#### Global Headquarters Gaydon

Simon Sproule

VP and Chief Marketing Officer

Mobile: +44 (0)7896 621779

E-Mail: [simon.sproule@astonmartin.com](mailto:simon.sproule@astonmartin.com)

Kevin Watters

Director of Communications

Mobile: +44 (0)7764 386683

E-Mail: [kevin.watters@astonmartin.com](mailto:kevin.watters@astonmartin.com)

David Adams

Press Officer, Product Communications

Mobile: +44 (0)7825 863880

E-Mail: [david.adams@astonmartin.com](mailto:david.adams@astonmartin.com)

#### The Americas

Sophie Tobin

Press Officer

Mobile: +44 (0)7812 679785

E-Mail: [sophie.tobin@astonmartin.com](mailto:sophie.tobin@astonmartin.com)

#### Continental Europe

Bastian Schaefer

Marketing and Communications Manager

Mobile: +49 (0)160 969 59241

E-Mail: [bastian.schaefer@astonmartin.com](mailto:bastian.schaefer@astonmartin.com)

Leonardo Lucchini

PR Specialist Europe

Tel: +49 (0)69 77075 2026

Grace Barnie  
Press Officer, Corporate Communications  
Mobile: +44 (0)7880 903490  
E-Mail: [grace.barnie@astonmartin.com](mailto:grace.barnie@astonmartin.com)

Raphael Loheac-Derboulle  
Press Officer, Lifestyle Communications  
Mobile: +44 (0)7801 265126  
E-Mail: [raphaele.loheac@astonmartin.com](mailto:raphaele.loheac@astonmartin.com)

Georgina Cook  
Press Officer, UK & South Africa  
Mobile: +44 (0)7824 408082  
E-Mail: [georgina.cook1@astonmartin.com](mailto:georgina.cook1@astonmartin.com)

Julien Baudon  
Junior Press Officer  
Mobile: +44 (0)7785 238074  
E-Mail: [julien.baudon@astonmartin.com](mailto:julien.baudon@astonmartin.com)

Email: [leonardo.lucchini@astonmartin.com](mailto:leonardo.lucchini@astonmartin.com)  
**China**  
Rachel Guo  
Marketing and Communications Manager  
Mobile: + 86 156 0162 8312  
E-Mail: [rachel.guo@astonmartin.com](mailto:rachel.guo@astonmartin.com)

Elisa Zhou  
PR Manager  
Tel: +86 136 8168 3374  
E-Mail: [elisa.zhou1@astonmartin.com](mailto:elisa.zhou1@astonmartin.com)

**Asia Pacific**  
Andreas Rosén  
Marketing and Communications Manager  
Mobile: +65 6908 0825  
Email: [Andreas.Rosen@astonmartin.com](mailto:Andreas.Rosen@astonmartin.com)

Sarah McDonald  
PR - Australia  
Mobile: +61 438 115 108  
E-Mail: [Sarah.McDonald@astonmartin.com](mailto:Sarah.McDonald@astonmartin.com)

**Middle East**  
Ramzi Atat  
Marcoms Senior Manager  
+971 (50) 5187778  
E-Mail: [ramzi.atat@astonmartin.com](mailto:ramzi.atat@astonmartin.com)

Sandra Schneider  
Tel: +971 50 524 0120  
E-Mail: [sandra@schneider-pr.net](mailto:sandra@schneider-pr.net)