



ASTON MARTIN

Aston Martin opens first overseas design studio in China

- **Aston Martin Lagonda's first design studio located outside of the UK**
- **Partnership with Shanghai's Tongji University**

24 October 2018, Shanghai, China: The iconic producer of hand-crafted luxury sports cars, Aston Martin Lagonda (AML), today announced the opening of a brand new design studio in Shanghai.

The British brand's first design studio to be located outside of the UK, the 'Aston Martin Lagonda Creative Lab, NICE 2035' is a partnership with Tongji University in Shanghai, one of the world's leading universities for the study of design and innovation.

Marek Reichman, Aston Martin Executive Vice President and Chief Creative Officer commented: "The Chinese market is incredibly important to the future success of Aston Martin. Collaborating with industry leaders and talented students at Tongji University will allow us to have a deeper understanding of the trends in China, ensuring we are focused on the needs of our Chinese customers.

"The first project of the new studio will be a collaboration on future interior designs for our sports cars and our first SUV, which will be launching in 2019."

Speaking at the opening of the design studio in Shanghai, Dean and Professor of the Tongji University College of Design and Innovation, Professor LOU Yongqi said: "I am sure this unique design studio has the potential to produce some truly inspirational ideas by combining the history of two century old organisations, in the culture rich city of Shanghai."

President of Aston Martin China, Mr. Peng Mingshan said: "Shanghai is one of the world's most energetic and vibrant cities, a real hub for technology, art and design.

The Yangpu District is full of world-class universities and institutions, an ideal location to set up Aston Martin's first overseas design studio."

Reichman, who became a visiting professor of the university, delivered his first lecture to over 100 students sharing his knowledge on the importance of beauty in design.

- 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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