



ASTON MARTIN

Aston Martin reveals new Art of Living experiences for 2018

- **Unique driving experiences await Art of Living guests in 2018**
- **Be at the heart of the action at the Monaco Grand Prix and 24 Hours of Le Mans**

18 January 2018, Gaydon: Aston Martin today revealed the initial offering of 'Art of Living by Aston Martin' experiences for 2018. These exclusive experiences will offer unparalleled access to guests who would like to live life the Aston Martin way.

A highlight in the new Aston Martin's Art of Living season is 'Hokkaido On Ice', an opportunity to experience a range of Aston Martin models against the spectacular backdrop of Japan's northernmost island. Under the tutelage of expert drivers, guests will learn how to control a car in the slippery conditions, pushing themselves and the cars to the limit.

Further driving focused events are scheduled for 2018, including the wilds of Norway, starting with the breathtaking views from the famous Atlantic Ocean Road. A drive through the Scottish Highlands will take guests through rugged mountain ranges, stunning lochs and historic castles and for those looking for the warmth of the sun, a trip to South Africa to cruise along the coastline close to Cape Town awaits.

For racing enthusiasts, imagine heading out to Barcelona ahead of the 2018 Formula One season to watch the new cars being put through their paces before the teams fly off to Melbourne, Australia for the first race of the year. Art of Living by Aston Martin guests will have exclusive access to the Aston Martin Red Bull Racing garage and the chance to meet the F1™ drivers and team members as they prepare for the new season.

For guests looking for some racing action there is plenty on offer. Formula One fans can attend the most glamorous F1™ race of them all: the Monaco Grand Prix, where they will enjoy the highest levels of passion, drama and performance like never before. Or they can choose to collect an Aston Martin at the Red Bull Racing HQ in the UK and driving to the legendary Spa-Francorchamps circuit in Belgium before kicking back and watching the Belgian Grand Prix.

In 2017 Aston Martin took a glorious win at the 24 Hours of Le Mans. In 2018 Art of Living guests are invited to join the team as it defends its title against the best cars and drivers in the

world. Staying at the stunning Chateau de Jalesnes, guests will beat the queues by taking helicopter transfers to and from the circuit as they cheer on the Aston Martin Racing team.

Goodwood is again a firm fixture in the Aston Martin Art of Living season. Whether it is the fast and furious Festival of Speed or a step back in time to the glorious Revival, guests will have unprecedented access to the heart of the action at the Duke of Richmond's beautiful estate.

The Nürburgring Driving Academy experience will provide guests with one-on-one tuition on the world-famous Nürburgring Nordschleife so they can learn how to drive an Aston Martin sports car on one of the world's most brutal race tracks. Closer to home, the Art of Living now offers behind-the-scenes at Aston Martin's global headquarters, unique access to the marques heritage centre, Aston Martin Works, and an exhilarating performance driving experience at Millbrook Proving Ground.

The 2018 Art of Living by Aston Martin portfolio truly offers something for everyone and all of the experiences are booking now at: www.astonmartinartofliving.com

- Ends -

Notes to Editors

ART OF LIVING BY ASTON MARTIN EXPERIENCES 2018

8-12 February, Hokkaido On Ice, Japan

7-10 March, Aston Martin & Red Bull Racing: Barcelona Pre-Season Testing

24-28 May, Aston Martin & Red Bull Racing: Monaco Race Weekend

15-18 June, 24 Hours of Le Mans with Aston Martin

12-15 July, Goodwood Festival of Speed with Aston Martin

23-27 August, Aston Martin & Red Bull Racing: Drive to Spa Francorchamps & Ultimate Race Weekend

8-10 September, Goodwood Revival with Aston Martin

27-30 September, Drive to Wilds of Norway with Aston Martin

18-21 October, Drive the Scottish Highlands 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

Date tbc, Drive South Africa with Aston Martin

**Please note all experiences are subject to availability*

Full details on all experiences can be found online at: www.astonmartinartofliving.com.

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