



Aston Martin St Athan confirmed as 'Home of Electrification'

- **New facility at St Athan in Wales to become Aston Martin's centre for electrification**
- **British luxury carmaker's new second major production facility will also become the manufacturing home for the Lagonda brand**
- **Aston Martin's first Battery Electric Vehicle (BEV), Rapide E to be produced in Wales**
- **Product name confirmed as 'Rapide E'**

11 September 2018, Gaydon, UK: Aston Martin announced today that its second major UK manufacturing facility will become the brand's centre for electrification and the production home of the Lagonda brand, the world's first zero-emission luxury marque.

The Rapide E will be built in Wales when production commences in 2019. Aston Martin's first all-electric production model creates a highly-desirable electric vehicle with the levels of performance expected of an Aston Martin.

St Athan has also been named as the home of Lagonda production. As the world's first luxury marque exclusively driven by zero emission powertrain technologies, Lagonda heralds the beginning of a new range of luxury vehicles that will commence production in 2021. The 'Lagonda Vision Concept', revealed at the 2018 Geneva Motor Show hints at the bold design language that could be seen in future Lagonda products in as little as three years.

Dr Andy Palmer, Aston Martin President and Group Chief Executive Officer, said: "Aston Martin sees itself as a future leader in the development of zero emission technologies, and I am delighted that St Athan will be our 'Home of Electrification' for both the Aston Martin and Lagonda brands.

“The Rapide E will spearhead development of Aston Martin’s low- and zero-emission vehicle strategy. With the reintroduction of the Lagonda brand, this is a demonstration of how electrification features prominently in our business plan moving forward.”

International Trade Secretary Dr Liam Fox MP said: “I’m delighted that Aston Martin has chosen St Athan as its centre for electrification and the home of Lagonda production in a move that will create hundreds of high skilled jobs in the coming years. The UK has world leading expertise in manufacturing and developing low carbon vehicles and this investment is yet another vote of confidence in the our highly competitive automotive industry.

“My international economic department continues to work with investors to create jobs in all parts of the country, maintaining the UK’s position as Europe’s premier investment destination.”

First Minister, Carwyn Jones said “I am very proud of Aston Martin’s decision to locate its new manufacturing facility in St Athan. It shows a huge vote of confidence in the Welsh Government’s can-do attitude and in the package of support that we can offer to businesses that want to work with us.

“Today’s announcement that St Athan will also be the “Home of Electrification” for both Aston Martin and Lagonda is another huge win for Wales. It is a genuine testament to the reputation, dedication and skills of our workforce but also an excellent and very tangible example of how Welsh Government support can act as the catalyst for further economic growth and job creation.”

Aston Martin St Athan is now in the third and final phase of becoming a state-of-the-art vehicle assembly facility, in which production of the company’s first sports utility vehicle (SUV) is due to begin in late 2019. The project includes the conversion of three super hangars on the former Ministry of Defence site. The plant is a demonstration of Aston Martin’s continued commitment to the UK and an additional investment of £50million to make St Athan the home of electrification for the marque shows a clear vision on the future of Aston Martin in the UK. The new plant will bring up to 750 high skilled jobs to South Wales over the coming years, with more than 150 already recruited.

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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 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.

In 2017, Aston Martin generated full-year EBITDA of £230.8m on revenues of £876m. The Company, employing more than 2,700 people, is predominantly owned by private equity groups Adeem, Tejara and Investindustrial, while Daimler AG of Germany holds a 4.9% non-voting stake.

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