



## **Aston Martin strengthens regional leadership in APAC following record sales**

- **Experienced automotive sales, marketing and network development executive Freda Wang joins Aston Martin as Regional President, Greater China**
- **Michael Peng, currently Regional President China and APAC becomes Executive Vice President of Aston Martin Lagonda Ltd for APAC and China**
- **Strengthened leadership builds on record sales for Aston Martin in China - its fastest growing market**

*28 February 2022 - Gaydon, UK:* Aston Martin Lagonda has built on its record 2021 sales in APAC by strengthening its leadership with the appointment of automotive sales, marketing and network development executive Freda Wang as the company's new Regional President, Greater China.

Freda joins Aston Martin with immediate effect, having previously served as Vice President of National Sales at Mercedes-Benz Canada. Her appointment sees Michael Peng, currently Regional President China and APAC, step into a new role of Executive Vice President of Aston Martin Lagonda Ltd for APAC and China.

Having worked for Mercedes-Benz for over a decade, Freda brings extensive experience in the automotive industry to Aston Martin, including several leadership positions in China. Freda also holds global experience of providing marketing consulting services to several large automotive clients.

Freda joins Aston Martin's fastest-growing market following record sales in 2021, with more than 200% growth, led by strong sales of DBX.

Aston Martin Chief Executive Officer, Tobias Moers, said: "Freda is an excellent leader with extensive global experience in sales, marketing and business development and a proven track record in the automotive industry.

"Our customers in China are extremely important to Aston Martin and I know that Freda is well positioned to deliver on our strong ambitions for our fastest growing market. Our growth in

China is also taking Aston Martin to new audiences, with the average customer in the market being 35-years-old and nearly a third of new Aston Martin owners female.”

“I would like to thank Michael Peng for his leadership and achievement in establishing the business foundation in the region.”

Driven by strong demand in China, Aston Martin’s APAC region wholesaled a record 1,815 units in 2021, accounting for almost 30% of Aston Martin’s global wholesale volume.

China is one of Aston Martin’s most important markets and a key growth opportunity for the ultra-luxury British performance marque. With 23 dedicated dealers across China, new car registrations in 2021 indicate Aston Martin is now the third best-selling ultra-luxury automotive brand in China, overtaking Lamborghini.

Aston Martin’s strategic growth plan for China includes the market-exclusive DBX Straight-Six mild hybrid, the first DBX derivative, which was launched in November 2021.

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### **About Aston Martin Lagonda:**

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, by creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB11, DBS and DBX and its first-ever hypercar Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 55 countries worldwide. Our luxury DBX SUV range is proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown, and is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

New investment in 2020 saw Lawrence Stroll become the company’s Executive Chairman, a move that led to Aston Martin’s return to the pinnacle of motorsport with the Aston Martin Cognizant Formula One™ Team and commenced a bold new era for the iconic British marque.

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



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