



Aston Martin takes off into new era with brand repositioning and new iconic wings logo

- **Bold new creative identity unveiled, as part of strategic repositioning to accelerate the brand's growth and appeal to new audiences**
- **New version of iconic hand-enamelled wings to feature on next generation sportscars**
- ***Intensity. Driven.* brand expression celebrates the emotional intensity of driving an Aston Martin and the reinjection of its performance DNA**

20 July 2022, Gaydon, UK: Aston Martin's iconic wings are taking flight into an intense new era, with the British ultra-luxury marque today launching a bold new creative brand strategy and global marketing campaign to further accelerate its growth amongst new audiences.

Celebrating the company's position as makers of the most exquisitely addictive performance cars and centred on the brand idea ***Intensity. Driven.*** the creative identity builds on Aston Martin's strong, established reputation for combining luxurious craftsmanship and sophisticated design with high-octane emotion and intense driving pleasure, as defined by breath-taking new models such as DBX707, V12 Vantage and the uncompromising Aston Martin Valkyrie.

The strategic repositioning is the largest investment in Aston Martin's brand for more than a decade and strengthens its position at the pinnacle of the performance ultra-luxury segment. It builds on Aston Martin's growing appeal to a wider, affluent global audience strategically targeted by the brand, whilst underpinning its core values.

In addition to the new visual and verbal expression, the radical redesign includes a contemporary update to the iconic wings, created by the manufacturer's world-renowned design function in collaboration with acclaimed British art director and graphic designer Peter Saville.

In physical form, the new wings design is hand-crafted by artisans in Birmingham's jewellery quarter and will be applied for the first time on Aston Martin's next generation of sports cars, which will further enhance Aston Martin's focus on ultra-luxury, performance and driving intensity.

It is the first major update to the marque since 2003 and only the eighth time in Aston Martin's 109-year history that it has been significantly adjusted. To mark the launch, Aston Martin has released behind-the-scenes photography of the unique jewellery process at

Vaughtons studio in Birmingham, the 203-year-old silversmiths firm famed for crafting the Football Association Cup and medals for the 1908 London Olympics.

This weekend, the Aston Martin Aramco Cognizant F1™ Team will proudly feature the new wings on its livery for the French Grand Prix. Celebrating the 100th anniversary of the brand's first Grand Prix entry, Aston Martin will symbolically race with its original button logo on the nose of its cars, mirroring the marque featured on its first Grand Prix entries in 1922.

Intensity. Driven. is brought to life in a breathless short film, featuring all five of Aston Martin's current high-performance production models. Conveying the feeling of driving and the emotional connection drivers have with their cars, the film showcases the stimulating physiological effects of driving an Aston Martin, with sensorial data visualisations of pupil dilation and heartrate obtained through biometric testing during thrilling high-speed laps in an Aston Martin Valkyrie, the ultimate hypercar.

A series of high-impact social, digital, and print assets - featuring evocative imagery and emotive, sophisticated short and long form copy celebrating Aston Martin's passion for craftsmanship, attention to detail and winning performance - will also be released globally.

Renato Bisignani, Head of Global Marketing and Communications at Aston Martin said: "Building on our return to the pinnacle of motorsport in Formula One, the launch of ***Intensity. Driven.*** marks the next phase in our evolution of the Aston Martin brand, as we unleash its global potential and maximise our unique position at the cutting-edge of ultra-luxury and high performance.

"Retaining the elegance and sophistication that our brand and products are revered for worldwide, this emotionally led creative direction dials up the bolder, edgier, and more intense characteristics that have always underscored Aston Martin.

"Whilst engaging our fiercely loyal customer base, we believe this new dimension will capitalise on the growing demand from a new generation of Aston Martin customers, with more than 60% of our current sales new to the brand."

Marek Reichman, Executive Vice President and Chief Creative Officer of Aston Martin said: "Because we are designing to make people fall in love, to connect with the hearts and minds of our customers, every object we design at Aston Martin has deep meaning and intention and is created with honesty and emotion.

"As we approach an exciting moment of product evolution, the design of the new wings was no different. Every millimetre of each line - of each shape within the new wings, are drawn forward from the depths of our 109-year Aston Martin creative wellspring.

"Adding Peter Saville, an icon in British graphic design and an inspirational creative figure to me personally, took our exploration and evolution of the wings to another level. And now, to see this new identity, hand-crafted in physical form at Birmingham's jewellery quarter, is

a proud moment for everyone involved. It's the first step to the wings taking centre stage on our next generation of ultra-luxury performance sports cars.”

Peter Saville said: “The Aston Martin wings update is a classic example of the necessary evolution of logotypes of provenance.

“Subtle but necessary enhancements not only keep forms fresh, but allow for new technologies, situations and applications to be accommodated in the future. The process was one of clarifying and emphasising the key feature of the Aston Martin marque.”

Discover more about ***Intensity. Driven.*** and Aston Martin’s drive to bring intensity to life: www.astonmartin.com

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About Aston Martin Lagonda:

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, 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, DBX and its first hypercar, the Aston Martin Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range 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 the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

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



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