



ASTON MARTIN

### **Aston Martin to launch exclusive track experience programme**

- **Unique customer events to take place throughout 2019 at iconic race circuits**
- **AMR Drivers' Club will provide expert tuition and coaching to every level of Aston Martin driver**

4 February 2019, Gaydon: Aston Martin is set to launch a brand new programme in 2019, where customers can enjoy exhilarating race track experiences at iconic circuits, with expert guidance available through the AMR Drivers' Club. This customer-focused driving academy will offer various levels of tuition to suit each driver, from exploring the capabilities of their own Aston Martin to finding the limit in some of the marque's most extreme track cars, for those with aspirations to race.

Sébastien Delmaire, Director of Aston Martin Partnerships, said: "Our customers have been enquiring about this type of programme for a while now so we are delighted to be able to offer such a strong and structured package of experiences. From the customer who would like to know what his or her Aston Martin is capable of, from the manufacturer who designed and built their car, to those wishing to hone their track skills with future ambitions of racing, we have it covered."

The Aston Martin track programme will initially offer three key pillars of experiences, each containing various levels as outlined below.

#### **AMR Experience**

The entry level of *AMR Experience* is called *Discovery* and it provides an introduction to the brand and products, with 1-to-1 tuition from a dedicated Aston Martin instructor. The next level is known as *Performance*, an opportunity for owners to fully explore the capabilities of their own Aston Martin with the additional option of a dedicated instructor to provide appropriate guidance.

## **AMR Academy**

Drivers will train with professional Aston Martin instructors and experience the latest Aston Martin models, working from Level 1 to Level 3 for one and a half days per level. As they develop their track capabilities, the customer will then progress to the next level, until they are ready for the *AMR GT Academy*.

## **AMR GT Academy**

One and a half days of 1-to-1 tuition in a race-prepared GT4 Aston Martin awaits customers with the desire to push their driving skills on to new levels. For those with ambitions to compete, our AMR GT Academy provides the perfect platform to support you in working towards your racing licence.

The track experiences in 2019 will take place at nine significant race circuits, many of which have hosted famous F1 races and each with their own unique layout. The programme will commence with Algarve International Circuit on 19/20 March. Customers can also enjoy visits to the challenging Spa-Francorchamps, the home of British motorsport at Silverstone on 4/5 September and the distinctive Barcelona Circuit on 16/17 September.

The packages will range from £750 to £7,600, which can include car, hospitality and accommodation depending on the course selected.

To learn more about the AMR Driver's Club or to book experiences, please visit [www.astonmartintrackdays.com](http://www.astonmartintrackdays.com) or contact [trackdays@astonmartin.com](mailto:trackdays@astonmartin.com). For additional information about Art of Living by Aston Martin packages please visit [www.astonmartinartofliving.com](http://www.astonmartinartofliving.com).

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Notes to Editors

### **AMR DRIVER'S CLUB 2019 CALENDAR**

19 – 20 March	Algarve International Circuit, Portugal
15 April	Spa Francorchamps, Belgium
13 – 14 June	Zandvoort Circuit, Netherlands
10 – 11 July	Brands Hatch, UK
30 – 31 July	Imola, Italy
4 – 5 September	Silverstone, UK
16 – 17 September	Barcelona, Spain
9 - 10 October	Hockenheim, Germany
22 – 23 October	Dijon, France

*\*\*Please note all experiences are subject to availability. Full details on all experiences can be found online at: [www.astonmartintrackdays.com](http://www.astonmartintrackdays.com)*

## 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 Vantage, DB11, Rapide AMR and DBS Superleggera. 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.

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



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