



Aston Martin welcomes customers and fans inside its Formula 1[®] pit garage to spec their dream car

- **Aston Martin introduces Formula 1[®] environment to its award-winning online configurator – live at configurator.astonmartin.com**
- **Virtual experience allows customers to customise their car within the Aston Martin Aramco Cognizant Formula One™ Team pit garage, showcased alongside the AMR23 Formula 1[®] car**
- **Digital innovation celebrates Bahrain Grand Prix success, with virtual display of Fernando Alonso's third-place trophy**

17 March 2023 – Gaydon, UK: Aston Martin has launched an all-new environment on its multi award-winning online configurator, welcoming customers to spec their own perfect car within the Aston Martin Aramco Cognizant Formula One™ Team's pit garage.

In what is a world first amongst any automotive manufacturer, customers, fans, and dealer partners can now virtually specify any of Aston Martin's breathtaking product range within the high-performance setting of a Formula 1[®] pit garage.

Launched ahead of the second Grand Prix of the season in Saudi Arabia, the new digital environment displays Aston Martin's AMR23 challenger within the garage, allowing customers and fans to take inspiration from the pinnacle of motorsport engineering and design when bringing to life their bespoke interpretation of an Aston Martin.

Following Fernando Alonso's stunning podium finish at the season-opening Gulf Air Bahrain Grand Prix, the online configurator also proudly exhibits the third-placed trophy in exquisite 3D Ultra High Definition detail, allowing users to enjoy the team's first silverware of the season, while having the ability to zoom in to explore every fine detail of the car.

Once the ultimate expression and interpretation of an Aston Martin has been created, customers and fans can download a personalised brochure of their configuration, share their favourite configurations to social media and choose to book a test drive at any point in the process.

Celebrating Aston Martin's 110th anniversary, the configurator also allows users to experience its racing pedigree past and present, through an additional virtual environment of the historic Brooklands circuit, the location of the marque's early forays into racing.

Renato Bisignani, Head of Global Marketing and Communications at Aston Martin said: "Offering a choice of exquisitely designed and Ultra High Definition backdrops - from studio environments to real locations – is a key ingredient to our award-winning configurators success, inspiring our customers to visualise their perfect Aston Martin across global locations, while taking inspiration from the thought-provoking back drops.

"With recent brand research revealing that almost 90% of our customers are passionate about Formula 1[®], we believe this high-performance inspired environment will draw further synergies between track and road, allowing our customers to spec all of our models from within the Aston Martin Aramco Cognizant Formula One™ Team pit garage.

"Our configurator has always been designed to engage, excite and inspire, with more than half of our customers now using this digital tool during their purchase journey. We are therefore committed to further expanding its offering and developing unique features as part of our focus to deliver luxury digital experiences for our customers."

The Aston Martin configurator can be found at configurator.astonmartin.com

- ENDS -

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.



www.astonmartin.com/media

Global Headquarters Gaydon

Kevin Watters
Director of Communications
+44 (0)7764 386683
kevin.watters@astonmartin.com

Paul Garbett
Head of Corporate and Brand Communications
+44 (0)7501 380799
paul.garbett@astonmartin.com

Grace Barnie
Manager, Corporate Communications
+44 (0)7880 903490
grace.barnie@astonmartin.com

Jessica Jay
Press Officer, Product Communications
+44 (0)7825 863880
jessica.jay@astonmartin.com

Jay Gill
Brand & Lifestyle Communications Executive
+44 (0)7917 882902
jay.gill@astonmartin.com

Scott Fisher
Heritage Communications Manager
+44 (0)7841 912225
scott.fisher1@astonmartin.com

Simon Strang
Motorsport Press Officer
+44 (0)7554 436372
simon.strang@astonmartin.com

The Americas

Nathan Hoyt
Head of Public Relations
+1 949 701 7747
nathan.hoyt@astonmartin.com

Continental Europe

Tina Brenner
Head of PR Europe
+49 (0) 172 8232375
tina.brenner@astonmartin.com

Karolin Stiegelmayr
PR Executive
+49 (0) 162 2581360
karolin.stiegelmayr@aston.martin.com

China / Hong Kong / Taiwan

Jessie Zhang
Marketing and Communications Manager
+86 136 9366 7009
jessie.zhang1@astonmartin.com

Nan Chen
PR Coordinator
+86 8036 9051
nan.chen@astonmartin.com

Asia Pacific

Megumi Tanida
Marketing and Communications Manager,
Japan / South Korea
+81 90 8462 6053
megumi.tanida@astonmartin.com

Sarah McDonald
Marketing and Communications Manager,
SEA / ANZ
+61 438 115 108
sarah.mcdonald@astonmartin.com

Middle East

Dana Taleb
Marcomms Controller
dana.taleb@astonmartin.com