



ASTON MARTIN

**Aston Martin Works Heritage showroom opens in London's Mayfair**

- **Central London showroom offers convenient location for Aston Martin's worldwide heritage customers**
- **Invigorated heritage market now represented in prestigious location**

*6 September 2018, Newport Pagnell:* Aston Martin Works' new Heritage satellite showroom in the heart of London's Mayfair is now open for business. Situated with the Aston Martin Brand Experience Centre at No.8 Dover Street, the Works Heritage showroom is a convenient destination for customers interested in acquiring a heritage model or learning about the restoration services available at Astron Martin Works Service in Newport Pagnell.

Paul Spires, President of Aston Martin Works, said: "The expansion of our Heritage showroom activity into Central London enables us to engage with our customers in the location where they work and live their lifestyle. It also supports the international appeal and invigorated interest in Aston Martin Heritage cars, allowing us to deliver a personal service to customers visiting the UK."

Aston Martin has seen a growth in the market for heritage cars, highlighted by the sell-out success of the DB4 G.T. Continuation cars and the interest in the just-announced *Goldfinger* DB5 Continuation cars, which are both produced in Newport Pagnell, at the same factory where the original cars were made.

Aston Martin Works, based at the marque's famous Newport Pagnell factory, cares for heritage car customers from across the globe and the new Heritage showroom provides a convenient location for its international customers.

The Aston Martin Works Heritage showroom complements the Aston Martin Mayfair dealership that has been a firm fixture on London's Park Lane for many years, showcasing the full range of current Aston Martin models. The Dover Street showroom allows a pure heritage focus in a Central London location, meaning that the incredible heritage story of Aston

Martin Works, the Newport Pagnell factory and the iconic cars built there will now reach a wider audience.

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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.

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



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