



ASTON MARTIN

Embargo: 00:01 GMT – 5 December 2018

Aston Martin Works create first reversible EV powertrain concept

- **EV solution for Heritage models part of Aston Martin's wider EV strategy**
- **Radical idea mitigates possible future restriction of classic car usage**
- **Reversible "Cassette" powertrain concept is sympathetic to original car**
- **Concept development process led by Aston Martin Works**

05 December 2018, Newport Pagnell: With interest in classic cars growing every year and values of heritage models at an all time high, Aston Martin Lagonda has pioneered a bold new plan: to future-proof these increasingly precious machines by creating the world's first reversible EV powertrain conversion.

Conceived as an integral part of the company's wider EV strategy, the Heritage electrification concept has been led by Aston Martin Works at Newport Pagnell. Developed around a so-called "cassette" EV powertrain, the objective is to mitigate any future legislation to restrict the use of classic cars by offering a zero emissions conversion.

Using knowledge acquired by Aston Martin during the final phase development of the Rapide E and future planning of the all-new range of Lagondas, the Aston Martin Works' Heritage EV conversion employs state-of-the-art thinking and technology. Production versions of the revolutionary EV cassette will include key components from the Rapide E programme.

The first car to receive the radical new EV powertrain is an original 1970 DB6 MkII Volante, which would have been originally hand-crafted at Newport Pagnell. Sitting on the original engine and gearbox mountings, the cassette is enclosed within its own self-contained cell. Umbilical cords from the power unit then feed the car's electrical systems. Power management is operated via a dedicated screen, which is discreetly fitted to the car's interior.

Given the historical significance of these collectors cars it's vital any EV conversion is sympathetic to the integrity of the original car. The cassette system offers the perfect solution, offering owners the reassurance of knowing their car is future-proofed and socially responsible, yet still an authentic Aston Martin with the ability to reinstate its original powertrain if desired.

Andy Palmer, Aston Martin Lagonda President and Group Chief Executive Officer, said of the Heritage EV concept: "We are very aware of the environmental and social pressures that threaten to restrict the use of classic cars in the years to come. Our Second Century Plan not only encompasses our new and future models, but also protects our treasured heritage. I believe this not only makes Aston Martin unique, but a truly forward-thinking leader in this field."

Paul Spires, President Aston Martin Works commented: "We have been looking for some time to find a way of protecting our customers' long-term enjoyment of their cars. Driving a classic Aston Martin on pure EV power is a unique experience and one that will no doubt be extremely attractive to many owners, especially those who live in city centres. We also foresee collectors adding another dimension to their collection by commissioning EV-converted heritage cars.

Having handled the initial concept evaluation and build of the proof-of-concept DB6 Volante, Aston Martin Works will also be responsible for completing customer Heritage EV conversions, which are expected to commence in 2019.

A bold and progressive solution to a growing issue, the Heritage EV programme ensures Aston Martin's glorious past also has a sustainable, bright and exciting future.

- Ends -

www.astonmartin.com/media



Global Headquarters Gaydon

Simon Sproule
VP and Chief Marketing Officer
Mobile: +44 (0)7896 621779
E-Mail: simon.sproule@astonmartin.com

Kevin Watters
Director of Communications
Mobile: +44 (0)7764 386683
E-Mail: kevin.watters@astonmartin.com

David Adams
Press Officer, Product Communications
Mobile: +44 (0)7825 863880
E-Mail: david.adams@astonmartin.com

Grace Barnie
Press Officer, Corporate Communications
Mobile: +44 (0)7880 903490
E-Mail: grace.barnie@astonmartin.com

Raphael Loheac-Derboulle
Press Officer, Lifestyle Communications
Mobile: +44 (0)7801 265126
E-Mail: raphaele.loheac@astonmartin.com

Georgina Cook
Press Officer, UK & South Africa
Mobile: +44 (0)7824 408082
E-Mail: georgina.cook1@astonmartin.com

Julien Baudon
Junior Press Officer
Mobile: +44 (0)7785 238074
E-Mail: julien.baudon@astonmartin.com

The Americas

Sophie Tobin
Press Officer
Mobile: +44 (0)7812 679785
E-Mail: sophie.tobin@astonmartin.com

Continental Europe

Bastian Schaefer
Marketing and Communications Manager
Mobile: +49 (0)160 969 59241
E-Mail: bastian.schaefer@astonmartin.com

Leonardo Lucchini
PR Specialist Europe
Tel: +49 (0)69 77075 2026
Email: leonardo.lucchini@astonmartin.com

China

Rachel Guo
Marketing and Communications Manager
Mobile: + 86 156 0162 8312
E-Mail: rachel.guo@astonmartin.com

Elisa Zhou
PR Manager
Tel: +86 136 8168 3374
E-Mail: elisa.zhou1@astonmartin.com

Asia Pacific

Andreas Rosén
Marketing and Communications Manager
Mobile: +65 6908 0825
Email: Andreas.Rosen@astonmartin.com

Sarah McDonald
PR - Australia
Mobile: +61 438 115 108
E-Mail: Sarah.McDonald@astonmartin.com

Middle East

Ramzi Atat
Marcoms Senior Manager
+971 (50) 5187778
E-Mail: ramzi.atat@astonmartin.com

Sandra Schneider
Tel: +971 50 524 0120
E-Mail: sandra@schneider-pr.net