



# DBS

## 770 ULTIMATE

*04 January 2023, Gaydon UK:* The ultimate finale to a bloodline. **DBS 770 Ultimate** is a final edition flagship to surpass them all. Ferocious performance 770PS. Re-engineered, sharper dynamic focus coupled with exquisite design. Only 499 examples. Uncaged early 2023. Hold on tight.

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

**Global Headquarters Gaydon**

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

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

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

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

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

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

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

**The Americas**

Morgan Theys  
Head of Public Relations  
+1 602 300 0945  
[morgan.theys@astonmartin.com](mailto:morgan.theys@astonmartin.com)

**Continental Europe**

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

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

**China / Hong Kong / Taiwan**

Jessie Zhang  
Marketing and Communications Manager  
+86 136 9366 7009  
[jessie.zhang1@astonmartin.com](mailto:jessie.zhang1@astonmartin.com)

Nan Chen  
PR Coordinator  
+86 8036 9051  
[nan.chen@astonmartin.com](mailto:nan.chen@astonmartin.com)

**Asia Pacific**

Megumi Tanida  
Marketing and Communications Manager,  
Japan / South Korea  
+81 90 8462 6053  
[megumi.tanida@astonmartin.com](mailto:megumi.tanida@astonmartin.com)

Sarah McDonald  
Marketing and Communications Manager,  
SEA / ANZ  
+61 438 115 108  
[sarah.mcdonald@astonmartin.com](mailto:sarah.mcdonald@astonmartin.com)

**Middle East**

Dana Taleb  
Marcomms Controller  
[dana.taleb@astonmartin.com](mailto:dana.taleb@astonmartin.com)