



ASTON MARTIN

Grand Opening for refurbished Aston Martin Mayfair showroom

- **Aston Martin Brand Ambassador and football legend Rio Ferdinand opens showroom**
- **Prime location offers new and 'Timeless' pre-owned sales**

16 February 2018, Gaydon: The beautifully refurbished showroom of one of Aston Martin's flagship dealerships was revealed yesterday when footballing legend and Aston Martin brand ambassador, Rio Ferdinand cut the red ribbon at the opening event.

The frontage of Aston Martin Mayfair has been a familiar site on London's prestigious Park Lane for almost 20 years. With the refurbishment, this has been enhanced by realigning the frontage and installing new seamless glazing, which allows the light to pour into the showroom.

Customers now have an even clearer view of the six stunning Aston Martin sports cars on display in the showroom, and access to the full portfolio of 'Q by Aston Martin', the brand's bespoke personalisation service, via dedicated specification lounges.

The upgraded dealership, officially opened by Aston Martin President of the UK region Dan Balmer, complements Stratstone's existing Aston Martin dealerships across the UK.

Dan Balmer said: "As a luxury brand it is vital for Aston Martin to have a bold presence in London's Mayfair. This refurbishment ensures that one of our flagship dealerships looks more stunning than ever on Park Lane. It is truly a place that our customers will enjoy visiting, where they can immerse themselves in the Aston Martin brand."

Trevor Fussey, Managing Director for Stratstone Aston Martin, said: "The refurbishment of our Mayfair showroom is a significant investment that will allow us to continue to provide distinct and memorable experiences for our customers. It was a pleasure to attend last night's launch event and we look forward to welcoming customers new and existing to the showroom and showcasing the state-of-the-art facilities and unique experiences we can offer."

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