



ASTON MARTIN

### **New Design and Engineering Partnerships for Aston Martin in China**

- **Aston Martin Design Lab in Shanghai to be created with Tongji University**
- **Engineering partnership with Sinomach Automobiles including placement of graduate engineers in the UK**
- **New partnerships form part of Aston Martin's recently announced Trade and Investments in China worth £620m**

*02 February 2018, Shanghai, China:* Aston Martin, the British luxury carmaker, today revealed it would be investing in a new design and innovation partnership with The College of Design and Innovation, Tongji University in Shanghai, one of the world's leading universities for the study of design and innovation.

Aston Martin's EVP and Chief Creative Officer, Marek Reichman will become a visiting professor, sharing his knowledge with the students via lectures and workshops. The first project of this new partnership is a collaboration on designs for future colour and trim projects.

The College of Design and Innovation at Tongji University is headed by Prof. Dr, Lou Yongqi, a leading figure in sustainable interdisciplinary design education, research, and practice.

Marek Reichman commented on this new relationship: "This is a very exciting opportunity for Aston Martin, collaborating with industry leaders and talented students in China will ensure we are focused on the needs of our Chinese customers. I'm looking forward to working with the professors and students at Tongji University, this partnership further demonstrates the importance of the Chinese luxury car market to the global success of Aston Martin".

In addition, Aston Martin also announced today a new partnership with Sinomach Automobiles. This new partnership will see the two companies collaborate in the areas of Electric Vehicles and Technical Development, with a number of junior engineers from Sinomach to work at Aston Martin's global headquarters in Gaydon, UK.

- Ends -

[www.astonmartin.com/media](http://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](mailto:simon.sproule@astonmartin.com)

Kevin Watters  
Senior Communications Manager  
Mobile: +44 (0)7764 386683  
E-Mail: [kevin.watters@astonmartin.com](mailto:kevin.watters@astonmartin.com)

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

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

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

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

**Middle East**

Sandra Schneider  
Tel: +971 50 524 0120  
E-Mail: [sandra@schneider-pr.net](mailto:sandra@schneider-pr.net)

**The Americas**

Matt Clarke  
PR & Brand Communications Manager  
Mobile: +1 949 870 5942  
E-Mail: [matthew.clarke@astonmartin.com](mailto:matthew.clarke@astonmartin.com)

**Continental Europe**

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

Jörg Machalitzky  
Marketing and Communications  
Executive  
Mobile: +49 (0) 172 668 4038  
E-Mail: [Joerg.machalitzky@astonmartin.com](mailto:Joerg.machalitzky@astonmartin.com)

**China**

Rachel Guo  
Marketing & Communications Manager  
Mobile: + 86 156 0162 8312  
E-Mail: [rachel.guo@astonmartin.com](mailto:rachel.guo@astonmartin.com)

Daisy Zhuang  
PR Executive  
Tel: +86 134 8259 9317  
E-Mail: [daisy.zhuang@astonmartin.com](mailto:daisy.zhuang@astonmartin.com)

**Asia Pacific**

Dan Redpath  
Senior Manager, Marketing & PR  
Mobile: +65 8586 8083  
E-Mail: [daniel.redpath@astonmartin.com](mailto:daniel.redpath@astonmartin.com)

Hiromi Sakamoto  
Press Officer – Japan  
Mobile: +81 (0)80 7950 2033  
E-Mail: [hiromi.sakamoto@astonmartin.com](mailto:hiromi.sakamoto@astonmartin.com)

Pei Leng Tan  
Marcoms Executive – South East Asia  
Mobile +65 9726 7986  
E-Mail: [peileng.tan@astonmartin.com](mailto:peileng.tan@astonmartin.com)