



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 -

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