



Uncover the secrets of 007's most famous vehicle with the LEGO® Creator Expert James Bond™ Aston Martin DB5

Combining a wealth of sophisticated gadgetry and the elegance of 007's iconic Aston Martin DB5, LEGO® Group have today announced the launch of the LEGO Creator Expert James Bond™ Aston Martin DB5, available exclusively from LEGO Stores and shop.LEGO.com from 18th July, 2018.

James Bond's Aston Martin DB5 from the 1964 hit film *Goldfinger* is the latest in the LEGO Creator Expert series and features a wealth of authentic gadgets and gizmos all created in Q's workshop.

The model has been designed to provide a challenging and rewarding building experience full of nostalgia—a must-have for fans of Aston Martin, James Bond movies and LEGO building sets.

Featuring 1,290 pieces, you can combine the understated sophistication of Aston Martin with the joy of LEGO building and create your very own piece of James Bond™ memorabilia. An authentic replica of the world-famous 1964 Aston Martin DB5 sports car, this 1:8 scale model includes many of the unique features showcased in *Goldfinger*, from a working ejector seat, revolving number plates, radar tracker, hidden telephone, bullet proof screen, front wing machine guns and wheel mounted tyre scythes'.

The exterior of the car, painted in Silver Birch just like the original, features the smooth curves and sleek edges of the original Aston Martin DB5 and includes key details including sloped headlamps and drum lacquered silver front and rear bumpers. The moulded silver wire wheel rim inserts also feature the iconic Aston Martin wings that match the wings on the front and rear of the car. Pop open the bonnet to find a detailed six cylinder engine and open the doors of the car to reveal a radar tracker, as well as a telephone tucked away in the secret door compartment.

This LEGO Creator Expert model, packed with a wealth of James Bond™ gadgetry, is sure to have fans rubbing their hands with excitement.

The finished model measures over 3" (10cm) high, 13" (34cm) long and 4" (12cm) wide, making this a perfect display piece whilst showcasing the timeless elegance of 007's iconic sports car.

To celebrate the launch, LEGO Group is also offering the chance to win a once in a lifetime trip to 007 Elements in Sölden, Austria 'the ultimate James Bond™ experience'. Simply visit shop.lego.com/promotions.

Available directly from LEGO Stores & shop.lego.com/db5 from 18th July, 2018



Notes to Editors

LEGO® Creator Expert James Bond™ Aston Martin DB5

- RRP £129.99
- Age 16+
- 1,290 pieces
- Imagery of the new **LEGO® Creator Expert James Bond™ Aston Martin DB5 10262** can be found here: [LINK](#)

For further information and imagery, please contact the LEGO press office: LEGO@mischiefpr.com / 020 3128 6600

About the LEGO Group

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials.

Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at www.LEGO.com.

For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit <http://www.LEGO.com/aboutus>.

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About 007

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About Aston Martin

Aston Martin, based in Gaydon, England, designs and manufactures luxury handcrafted sports cars that combine a unique British heritage with the latest technology, exceptional hand craftsmanship and graceful styling. Its models, which are sold in 53 countries around the world, include the DB11, Rapide S, Vanquish S, Vanquish Zagato and the new Vantage.

Founded in 1913, the Group is executing its Second Century Plan for sustainable long-term growth. The company's strategy includes an ambitious product offensive with new model introductions such as the DB11, new Vantage, DBS Superleggera and its first sports utility vehicle, which will be assembled at a new manufacturing centre in St Athan, Wales. The company has also announced plans for its Lagonda marque to become the world's first zero emission luxury brand.

In 2017, Aston Martin reported adjusted EBITDA of £207m on revenues of £876m. The company, employing more than 2,700 people, is owned by private equity groups Adeem, Tejera and InvestIndustrial, while Daimler AG of Germany holds a 5% non-voting stake.