

Aston Martin and Airbus prepare to take to the skies

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New partnership between Aston Martin and Airbus Corporate Helicopters brings together automotive and aeronautical design teams

First creation to be revealed early in 1Q 2020

Oxford and Gaydon, 9 December, 2019 – Aston Martin Lagonda and Airbus Corporate Helicopters today revealed a new partnership that brings together the best of automotive and aeronautical design. For the past 12 months designers from both brands have worked together on the aesthetic styling of the first product from this collaboration, which is set to be revealed early in Q1 2020.

Commenting on the new partnership, Aston Martin Lagonda Vice President and Chief Creative Officer, Marek Reichman said: “Applying our own automotive design principles in the aerospace world is a fascinating challenge and one that we are very much enjoying. I’m looking forward to the reveal in the New Year so we can show everyone what we have accomplished together.”

Airbus Corporate Helicopters is the global market leader in the private and business aviation (PBA) sector with more than 1,800 aircraft fielded in 130 countries and a market share in excess of 50%.

Frédéric Lemos, Head of Airbus Corporate Helicopters, said: “This is a bold cooperation which corresponds to our tradition of experimenting with new design approaches, the result is a unique creation of breathtaking design accomplishment and beauty.”

The first creation of the Aston Martin / Airbus Corporate Helicopters partnership will be revealed at Courchevel, in the French Alps on 3 January 2020.

About Airbus

Airbus is a global leader in aeronautics, space and related services. In 2018 it generated revenues of € 64 billion and employed a workforce of around 134,000. Airbus offers the most comprehensive range of passenger airliners. Airbus is also a European leader providing tanker, combat, transport and mission aircraft, as well as one of the world’s leading space companies. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide.

About Aston Martin Lagonda

Aston Martin Lagonda is a luxury automotive group focused on the creation of exclusive cars and SUVs. The iconic Aston Martin brand fuses the latest technology, exceptional hand craftsmanship and timeless design to produce models including the Vantage, DB11, Rapide AMR and DBS Superleggera. The Lagonda brand will relaunch in 2021 as the world’s first luxury electric vehicle company. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 53 countries around the world.

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. Under the leadership of Dr Andy Palmer and a new management team, the Group launched its Second Century Plan in 2015 to deliver sustainable long-term growth. The plan is underpinned by the introduction of seven new models including the DB11, new Vantage, DBS Superleggera and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales.

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Press Release

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