Q by Aston Martin Bespoke Service to be Showcased at Pebble Beach® Automotive Week 2014

- British marque returns to Monterey for premier event in the global automotive calendar
- Joined by new collection of bespoke cars created by increasingly popular Q by Aston Martin personalisation service
- Four new Q cars on display commissioned by dealer partner, Galpin Aston Martin

8 August 2014 – Aston Martin will showcase a new collection of bespoke commissions created by the company’s Q by Aston Martin division - the ultimate personalisation service – at the Pebble Beach® Automotive Week next week; commissioned by dealer partner, Galpin Aston Martin.

Following the successful centenary celebrations at the 2013 event, Aston Martin returns to Monterey to host guests at the exclusive Aston Martin Estate. This exquisite private venue, situated high above Carmel with panoramic views across the Monterey Bay, provides the ideal backdrop for showcasing Aston Martin’s latest sports car range to customers and friends of the brand.

Supported by Louis Roederer, Timothy Oulton, McIntosh, Davidoff, William Grant & Sons, Ghurka and Merrill Lynch, more than 1,000 customers are expected to visit during the week.

Amongst the attractions at The Estate are four new Q by Aston Martin designs led by Los Angeles-based dealer partner, Galpin Aston Martin. Based on the DB9 Volante, V12 Vantage S and Vanquish (Coupe and Volante) sports cars, each example offers a glimpse of the capabilities available for customers to create something truly unique.

Director of Design, Marek Reichman said: “Our Q by Aston Martin personalisation service offers customers the ability to work closely with the Design team to create a very personal car, synthesizing individual visions with the considerable craftsmanship skills and expertise at our disposal.”

**Q by Aston Martin Vanquish Coupe**

The sporting character of the Vanquish is amplified with powerful colours, bold contrasts and an innovative enlarged carbon fibre weave structure.

Painted in Abor Orange – a new exclusive Q paint finish – the exterior offers the vibrancy of a rich orange red fired with an intensity emphasised by a shimmering pearl effect.

In a development of woven carbon fibre composite technology, an amplified weave sees the standard carbon twill double in size, magnifying the holographic depth of the carbon weave and giving all exposed exterior carbon parts a bold graphic pattern.

Ensnconced in the Obsidian Black leather interior, the carbon theme is continued with a printed leather in a design called ‘Helix’; inspired by a carbon molecule helix and influenced by experimental rapid prototyped furniture. Running like a spine down the centre of the car, the Helix print is set on an unbroken expanse of leather headliner panel, and is revealed again in the door panels.
Q by Aston Martin Vanquish Volante

The Vanquish Volante adopts a new Q exterior paint finish – Frosted Silver – which has superior light to dark travel. This is complemented by graphite-finished 10-spoke alloy wheels which are set against classically styled polished calipers, matching the Solid Sterling Silver seen in the Aston Martin wings and Q badges.

A classic Chestnut Tan leather interior, with a styled fluted seat pattern is paired with authentic equestrian saddle leather which is used to create a saddle accessory that offers additional rear storage. The central facia forms a distinct point of contrast, painted to exactly match the Frosted Silver exterior.

Q by Aston Martin DB9 Volante

A theme of luxury and individuality inspires this DB9 with an Ashen Blonde exterior – a warm silver taken from the exclusive Q palette – paired with polished alloy wheels.

Inside, the DB9 adopts a blush pearl leather, Piano Ice Mocha facia and drawing inspiration from luxury furniture, a blanket stitch which runs the length of the central spine of the interior. As a final touch a pink Rhodachrosite stone is inlaid in the Q buckle badge strapped to the console.

Q by Aston Martin V12 Vantage S

With a rich purple amethyst exterior paint punctuated with bright painted Monterey Pearl front grille and rear diffuser, this special V12 Vantage S Coupe adopts a unique example of the colour and trim freedom offered through the Q service.

An Obsidian Black interior is punctuated with Vivid Purple leather details on a number of details including seat stripe, headlining, steering wheel and glove box lining. Also included are a series of special carbon fibre details such as the rotary controls which are each hand wound from a single filament of carbon fibre.

The concept of Q by Aston Martin is as simple as it is ambitious: customers engaging with the service are encouraged to challenge the team to make their automotive dreams reality. From the simplest colour or trim amendment to wildly ambitious commissions such as the CC100 Speedster, the personalisation service is inspiring its customers to let their imaginations soar.

Q by Aston Martin continues to grow in popularity throughout the company’s 44 global markets with an increasing proportion of new orders now requesting special Q attention.

Matthew Bennett, The General Manager for Q and VIP Sales said: “The Q by Aston Martin collection of cars shown at Pebble Beach are a bold statement of the intent and capability we are developing within Q. They show how customers can be inspired to create truly unique cars and the breadth of bespoke capability at their disposal.”

- Ends -
For additional information:
For further Aston Martin information and images please use the contact details below or alternatively visit:
www.astonmartin.com/media

Aston Martin Social Media Platforms:
www.facebook.com/astonmartin
www.twitter.com/astonmartin
www.youtube.com/astonmartin

Aston Martin The Americas Media Contacts:
Matthew Clarke, PR & Brand Communications Manager
Tel: +1 949 379 3107  Mobile: +1 949 870 5942
Email: matthew.clarke@astonmartin.com

Viana Mehl-Laituri, Brand Communications Executive
Tel: +1 949 379 3112  Mobile: +1 949 278 1217
Email: vmehl@astonmartin.com

Galpin Aston Martin:
15500 Roscoe Blvd, Van Nuys, CA 91406
Tel: +1 818 894 3800  Direct: +1 818 922 3606
Brian Allan, General Manager  Mobile: +1 818 261 0335
Email: ballan@galpin.com
www.galpinastonmartin.com