



ASTON MARTIN

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### **Aston Martin expands Lagonda Taraf luxury saloon availability**

- **New Lagonda Taraf will be offered to customers outside the Middle East**
- **Series production remains limited to 200 bespoke limousines**
- **Super saloon will be available in left or right-hand drive**

*28 February 2015, Gaydon:* Aston Martin is today announcing that the luxurious new Lagonda super saloon will be made available, in strictly limited numbers, to more customers around the world.

Aston Martin will now accept orders for the Lagonda Taraf – the latest in a proud line of saloons revered worldwide as ‘the finest of fast cars’ – from prospective owners in more major markets. It is now available to clients in EU legislation-compliant Continental Europe, the United Kingdom and South Africa, with the Lagonda Taraf now re-engineered to be available in either left or right-hand drive.

CEO, Dr Andy Palmer said: “Opening up the Lagonda Taraf to an increased number of customers around the world was a high priority for me as soon as I joined Aston Martin late last year. I wanted to be able to offer this exceptional saloon to the potential owners from around the globe who have been enquiring about it, and I’m very happy that we have been able to expand the Lagonda proposition.”

Initially available only to buyers in the Middle East, where it was launched in Dubai late last year, the Lagonda Taraf is being built in a strictly limited small series of no more than 200 cars.

The return of Lagonda follows in the wake of other bespoke special projects by Aston Martin such as the creation of the extreme Aston Martin Vulcan supercar, Vantage GT3 special edition, One-77, V12 Zagato and the CC100 Speedster Concept.

Based on the brand’s almost infinitely flexible VH architecture, the saloon draws inspiration from the highly sought-after William Towns-designed Lagonda of 1976 and

features many of the same cutting edge engineering techniques seen in modern Aston Martin sports cars, such as the extensive use of carbon fibre body panels.

The car is hand-built by the finest craftsmen and women at Aston Martin's state-of-the-art manufacturing facilities in Gaydon, Warwickshire, in a dedicated building previously given over to the creation of the One-77 supercar.

The 6.0-litre V12-engined super saloon is being offered to clients through Aston Martin's VIP sales programme with precise pricing details remaining confidential, and likely to be significantly different in each case due to very high levels of bespoke content. Naturally, each Lagonda customer will have the option of ensuring their car is truly unique by personalising it via the popular Q by Aston Martin bespoke service.

Dr Palmer said: "As a result of today's announcement we anticipate very quick expressions of interest from customers around the world, many of whom will want to add Lagonda to their luxury and sports car collections.

"Aside from its confident style, many buyers will also recognise this Lagonda Taraf as a piece of automotive history, following in the tracks of its distinguished predecessor the William Towns Lagonda."

He added: "I'm also particularly pleased that we have been able to engineer Lagonda for right-hand drive markets meaning, of course, that I'm sure we will see the car in use on Aston Martin's 'home ground' of the UK in due course."

– Ends –

**Notes to editors:**

Aside from its original markets in the Middle East, the Lagonda Taraf is now also available in the following territories: Austria, Belgium, Denmark, France, Germany, Greece, Hong Kong, India, Italy, Luxembourg, Malaysia, Monaco, Netherlands, Norway, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, UK, Ukraine

## About Lagonda

The Lagonda Engineering Company, founded by American Wilbur Gunn in 1899, made its first motor car, a three-wheeler, in 1906 in Middlesex, England. The company went on to establish itself as a rival to other luxury sports car makers of the time, and Bentley founder W.O. Bentley even designed engines for Lagonda. The brand triumphed at Le Mans in 1935, and was bought by Sir David Brown in 1947 to sit alongside his acquisition of Aston Martin. A Lagonda-branded saloon GT, the Rapide – based on a DB4 – was produced in 1961, while the striking William Towns-designed Lagonda was launched in 1976, going out of production finally in 1989. In 2009 Aston Martin unveiled a Lagonda concept SUV at the Geneva Motor Show to mark the centenary of Lagonda's first four-wheeled car in 1909.

### For additional information:

Further information available via [www.astonmartin.com](http://www.astonmartin.com) or [www.astonmartin.com/media](http://www.astonmartin.com/media)

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## Lagonda fact sheet

- Lagonda was founded in 1906 by Wilbur Gunn
- The company was named after Lagonda Creek in Springfield, Ohio
- Lagonda produced its first luxury sports car, the 14/60, in 1925
- John Hindmarsh and Luis Fontes won the iconic Le Mans 24hr race in 1935 in a Lagonda M45 Rapide
- In 1961 Lagonda unveiled the Lagonda Rapide, based on a DB4
- Today's Lagonda was in part inspired by the William Towns-designed Lagonda Series 2 (1976)
- The Series 2 was launched at the 1976 Motor Show at Earls Court and shown for the first time on 12 October 1976 at the Bell Inn, Aston Clinton
- Production began in 1978 and 650 William Towns-designed Lagondas were produced between 1978 and 1989, with a significant number sold into the Middle East market
- At launch, it featured cutting edge electronic instrumentation and switchgear developed at the Cranfield Institute of Technology including LED digital instruments, touch-sensitive switches and electronic memory seats
- The new Lagonda luxury super saloon was designed and engineered by Aston Martin and based on the flexible VH architecture
- The car is known as the Lagonda Taraf with the name translating broadly as 'ultimate luxury'
- First customer cars will be delivered to the Middle East in Q1 2015
- At the heart of the Lagonda Taraf is an Aston Martin 6.0-litre V12 engine
- Modern engineering techniques such as carbon fibre body panels, already seen in current Aston Martin sports cars, are included in the Lagonda
- It is expected that customers will request a significant amount of Q by Aston Martin content for their bespoke car. As such, the majority of Lagondas will carry the Q by Aston Martin badge in addition to their Lagonda nameplate