



ASTON MARTIN

ASTON MARTIN ON ICE

*Performance*  
**LAPLAND**

## ON ICE PERFORMANCE - LAPLAND 2015

Dear Aston Martin friend,

In the middle of winter, Aston Martin creates a spectacular driving experience on a frozen lake in the far North of Swedish Lapland. Drive an Aston Martin fitted with more than 2000 spikes, feel the power and sound of our V8/V12 engines in a perfect set-up on ice – an exceptional experience! Learn ice driving and performance drifting step by step from our professional instructors while being surrounded by the beautiful scenery of rolling hills with snow-capped trees and polar lights.

After the excitement in the car, relax in the company of like-minded, passionate drivers where Swedish hospitableness and gastronomic delights await. Join the Aston Martin family for an extraordinary and unique experience of Aston Martin's Power, Beauty and Soul.

WELCOME TO SWEDEN



### DATES:

- 20 – 23 Feb (Fri-Mon)
- 23 – 26 Feb (Mon-Thu)
- 27 Feb – 2 Mar (Fri-Mon)
- 02 – 05 Mar (Mon-Thu)

**PRICE: € 6.395 (incl. VAT) \***

Full package includes:

- ON ICE training with instructors
- accomodation, hospitality & catering
- event photography & video
- shuttles within Arvidsjaur from/to airport
- Not included: Flights, alcohol, hotel extras

\* per person (two participants share one Aston Martin)



## PROGRAMME:

### DAY 1: WELCOME ON ICE

- Individual arrival at Arvidsjaur airport – ‘Aston Martin ice angels’ welcome you!
- Transfer to the ‘Aston Martin Ice Centre’
- Welcome with snacks and soup in the ‘Aston Martin One-77 Lodge’ & Drivers’ briefing
- **Session I** - *Steering, traction and brake training*
- 6:00 pm Transfer & check-in at hotel
- 7:30 pm Drivers’ dinner

### DAY 2: PURE ICE AND SNOW

- 9:00 am Shuttle to ‘Aston Martin Ice Centre’
- 9:30 am - 12:00 pm **Session II** - *Drift and spike training*
- 12:00 pm - 1:00 pm Lunch Break @ ‘Aston Martin One-77 Lodge’
- 1:00 pm - 5:00 pm **Session III** - *Skills and handling parcours*
- 5:00 pm - 6:00 pm Break at ‘Aston Martin One-77 Lodge’
- 6:00 pm - 7:30 pm **Session IV** - *Night driving on ice*
- 7:30 pm Drivers’ dinner and transfer to hotel

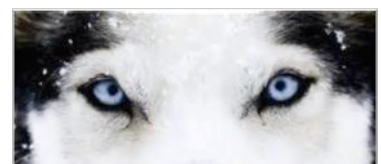


### DAY 3: ICE PERFORMANCE

- 9:00 am Shuttle to ‘Aston Martin Ice Centre’
- 9:30 am - 12:00 pm **Session V** - *Free practice handling course*
- 12:00 pm - 1:00 pm Lunch Break @ ‘Aston Martin One-77 Lodge’
- 1:00 pm - 5:00 pm **Session VI** - *Victory Lane Competition*
- From 5:00 pm Shuttle to hotel
- 7:30 pm Drivers’ dinner @ ‘Samiland’ & Ice Igloo Ceremony

### DAY 4: ACTION & FAREWELL

- Breakfast at hotel
- Optional activities: ‘Skidoo-Tour’ or ‘Husky-Tour’
- Lunch & transfer to airport Arvidsjaur & departure



## GENERAL INFORMATION:

- Arvidsjaur is the world's most renowned proving ground for cold-weather prototype testing, including our Aston Martin model range. Giving us the best conditions and infrastructure to provide an unmatched on ice driving experience.
- Be aware that the programme is for drivers only – there are no local activities for non-driving companion. Nevertheless companion can pay full price if they join and will be your passenger or co-driver then.
- The training is aiming at sporty driving. Advanced driving skills are recommended. In step-by-step training sessions you will learn ice driving and drifting.
- The lake will have approx. 13-15 km of tracks, driving time is about approx. 14-15 hours per car (depending on weather conditions & travel arrangements).
- Cars are provided on spikes-tires, two participants sharing one car.
- The current range of Aston Martin models will be available:  
Vanquish, V12 Vantage S, V8 Vantage N430 - European left hand drive cars only.
- Programme is subject to change without notice.



## TRAVEL ARRANGEMENTS:

- Flights to Arvidsjaur/Sweden (AJR) can be booked by our team for you upon request:  
Direct flights to AJR: from Hannover, Stuttgart, Munich, Frankfurt/Hahn  
International flights: (A) to **Stockholm** and connecting flights to **Arvidsjaur/Sweden (AJR)**  
(B) to **Frankfurt/Main**, connecting flights from **Frankfurt/Hahn** to **AJR**

## BOOKING HOTLINE:

In case of any questions please write an e-mail to [booking@astonmartin.com](mailto:booking@astonmartin.com)  
or call our **HOTLINE +49 176 12083 007**.





