



ASTON MARTIN

## **New Aston Martin Vanquish Set to Star in Monterey**

*Irvine CA, 6 August 2012* – Aston Martin's stunning new luxury sports car; the Vanquish is set to make its American debut at a series of celebratory events around the globally renowned Monterey automotive week in California, from 15-19 August.

Aston Martin will commence the celebrations on the evening of Wednesday 15 August at McCall's Motorworks Revival, where the new Vanquish will make its American debut. Sitting proudly at the pinnacle of the luxury British car maker's sports car line-up, this breath-taking new super grand tourer represents the zenith of current Aston Martin design and engineering.

As well as attendance at Quail: A Motorsports Gathering (17 August) and the Pebble Beach Concours d'Elegance (19 August), Aston Martin will host guests at The Aston Martin Estate over the weekend. This exquisite private venue, situated high above Carmel with panoramic views across the Monterey Bay, will provide the perfect backdrop for showcasing Aston Martin's latest sports car to customers and friends of the brand for the first time.

This grand estate will also serve as the location for a myriad of exclusive events including private viewings for customers of the new Vanquish with Design Director Marek Reichman and dynamic test drives of Aston Martin's award-winning line-up of current, handcrafted high performance sports cars.

"We are very excited about the Monterey program this year and the opportunity to showcase Vanquish at a series of events which are now firmly established as some of the most captivating of the year for automotive enthusiasts from around the world," said Julian Jenkins, Vice President, Aston Martin The Americas.

He added: "Along with our partners, we look forward to welcoming current owners, new customers and automotive enthusiasts to share in our celebrations at The Aston Martin Estate throughout the weekend."

In addition to fine hospitality and exhilarating driving experiences, visitors will have the opportunity to interact with various partners including *Davidoff, Jaeger LeCoultre, Louis Roederer, Lugano Diamonds, Timothy Oulton, Vizio* and *William Grant & Sons*.



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Vanquish is a new Aston Martin developed using the latest engineering methods and innovative technologies coming together with typically understated classic British design to produce a true super GT. Vanquish features the next generation of Aston Martin's renowned VH architecture, a comprehensively revised 6.0-liter V12 engine and an entirely carbon fiber body.

The design represents the latest take on Aston Martin's iconic visual language. Vanquish unquestionably sees the brand continue its enviable tradition of producing some of the most beautiful sports cars in the world. Styling cues such as the elegant new waist, elongated side strakes and LED rear light blades are derived from the sold-out One-77 supercar.

The iconic V12 petrol engine mated to the proven Touchtronic 2 six-speed automatic gearbox offers suitably impressive performance figures. The V12's power peak of 565 bhp makes it Aston Martin's most potent production model yet, outmuscled only by the strictly limited edition One-77 supercar.

Priced from (US Dollar) \$279,995 MSRP (CAD \$296,000) first deliveries of the new Vanquish will begin across the Americas in early 2013.

- Ends -

**Note to Editors:**

The Aston Martin Estate will be open to media guests 16-18 August between 1:00pm and 4:00pm daily - please see media contacts below for details.

For further information and images please use the contact details below or alternatively visit:

[www.astonmartin.com/media](http://www.astonmartin.com/media)

Aston Martin Social Media Platforms:

[www.facebook.com/astonmartin](http://www.facebook.com/astonmartin)

[www.youtube.com/astonmartin](http://www.youtube.com/astonmartin)

[www.twitter.com/astonmartin](http://www.twitter.com/astonmartin)

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## About The Aston Martin Estate Partners

### Davidoff

Davidoff appeals to connoisseurs all over the world who seek to embrace The Good Life – the art of living and pleasure. The premium brand Davidoff stands for a culture of conscious enjoyment and reflection in today's hectic world. Enjoyment of beautiful and precious things, the embrace of pleasure and of life itself, unites Davidoff with people all around the world who have come to appreciate our superior products and who expect the highest quality every day – a promise Davidoff has kept for over a century.

### Jaeger-LeCoultre

A major player in watchmaking history since 1833, Jaeger-LeCoultre is the first Manufacture to have been established in the Vallée de Joux, Switzerland. It played a pioneering role by uniting the full range of technical and artistic professions under one roof and made an indelible imprint on the watchmaking development of the entire region. The Manufacture has an impressive range of world firsts, superlative creations and legendary models to its credit, including the Reverso, the Duoplan, the Master Control, the Memovox Polaris, the Gyrotourbillon and the Atmos. Guided by time-honored know-how and a constant quest for technical enhancements, the master-watchmakers, engineers and technicians craft each watch in harmony with the same passion. Each masterpiece, heir to 178 years of expertise, calls for the exercise of no less than 40 professions and benefits from cutting-edge technologies while being crafted in harmony with the noblest traditions of the Vallée de Joux. Building on a vast heritage encompassing over 1,000 calibres and over 300 registered patents, Jaeger-LeCoultre remains the reference in high-end watchmaking. [www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)

### Louis Roederer

Champagne Louis Roederer was founded in 1776 in Reims, France, and has since then been synonymous with the world's greatest champagnes. From Brut Premier to Cristal, Louis Roederer produces only luxury cuvées blended to the uncompromising quality standards of the house. Cristal is the champagne created at the request of the Tsar Alexander II in 1876, and today it is one of the most sought-after champagnes in the world. Its distinctive clear bottle was originally produced in pure crystal for the Tsar, who wanted a special design to grace the Imperial table. This rare champagne is made of the finest grapes coming only from Roederer's own vineyards in France, which make it a champagne of extreme finesse, elegance and character.

### Lugano

Lugano Diamonds was established in Newport Beach, Calif. in 2005 and remains dedicated to its founding principles: provide the finest stones and best value with unparalleled quality, professionalism and customer service. The company holds a commitment to become a client's jeweler for life, with the goal of excellence reflected in all areas of its business, from the attentive, personalized customer service given to each Lugano Diamonds guest, to the exquisite beauty and artistic craftsmanship apparent in every signature jewelry creation. Lugano Diamonds offers an unmatched selection, incomparable global industry understanding and unsurpassed gemological knowledge to its clients. [www.luganodiamonds.com](http://www.luganodiamonds.com)

### Robert Graham

Robert Graham is 'American Eclectic.' Since its launch in 2001, Robert Graham was created on the premise of introducing sophisticated, eclectic style to the fashion market as an American-based company with an intention of inspiring a global movement. Robert Graham creates four menswear and women's wear collections a year—spring, pre-fall, fall and resort. Robert Graham operates three freestanding stores; a flagship store on Venice Beach's famous Abbot Kinney Boulevard, a store in the Houston Galleria and in The Mall at Short Hills. The label also sells at luxury department stores and boutiques including Nordstrom, Saks Fifth Avenue and Neiman Marcus nationwide, Bloomingdales in Dubai, and Harry Rosen throughout Canada. Robert Graham has retail presence in more than a dozen countries around the world and has showrooms located in New York City, Los Angeles, Dallas, Toronto, Montreal, Vancouver, London, and Dusseldorf. [www.robertgraham.us](http://www.robertgraham.us)



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### **Timothy Outlon**

Inspired by timeless, classic design and artisanship throughout the ages, Timothy Outlon succeeds in creating pieces which combine his love of vintage, his knowledge of antiques and his desire to create innovative, relevant pieces of luxury furniture for the contemporary consumer. Driven by an ongoing commitment to traditional hand craftsmanship, timeless designs are refreshed and reinterpreted with a fresh perspective, resulting in uniquely authentic and distinctive pieces that exude the perfect balance of tradition and modernity.

### **Vizio**

VIZIO, Inc., headquartered in Irvine, California, is America's #1 LCD HDTV Company\*. In Q2 2007, VIZIO skyrocketed to the top by becoming the #1 shipping brand of flat panel HDTVs in North America and in Q3 2007 became the first American brand in over a decade to lead in U.S. LCD HDTV shipments. Since 2007 VIZIO LCD HDTV shipments remain in the top ranks in the U.S. and were #1 for the total year in 2009 and 2010. VIZIO is committed to bringing feature-rich consumer electronics to market at a value through practical innovation. VIZIO offers a broad range of award winning consumer electronics. VIZIO's products are found at Costco Wholesale, Sam's Club, Walmart, Target, BJ's Wholesale, and other retailers nationwide along with authorized online partners. VIZIO has won numerous awards including a #1 ranking in the Inc. 500 for Top Companies in Computers and Electronics, Fast Company's 6th Most Innovative CE Company of 2009, and made the lists of Ad Age's Hottest Brands, CNET's Editor's Choice, CNET Best of CES 2011 - Television, IGN Best of CES - Television, Bluetooth.org Best of CES, Good Housekeeping's Best Big-Screens, PC World's Best Buy, Popular Mechanics Editor's Choice and OC Metro's 10 Most Trustworthy Brands among many other prestigious honors. [www.VIZIO.com](http://www.VIZIO.com)

### **William Grant**

Established in 1887, William Grant & Sons is an award-winning, family-owned independent distiller with a portfolio of premium spirits enjoyed around the world. Founded by William Grant in the small highland village of Dufftown, the company has passed through five generations of the Grant family and now employs more than 800 people across 180 different markets. William Grant & Sons distills some of the world's leading brands of Scotch whisky, including the world's most awarded single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world's fourth largest blended Scotch, Grant's® as well as other iconic award-winning spirits brands including Hendrick's® Gin, Sailor Jerry® Spiced Navy Rum and Milagro® Tequila. [www.grantusa.com](http://www.grantusa.com)