



ASTON MARTIN

## **Aston Martin Udine Celebrates Official Opening** **British luxury marque active from four dealerships across Italy**

Frankfurt am Main / Udine, 21<sup>st</sup> September 2012. Aston Martin celebrates the official opening of Aston Martin Udine, adding the north eastern city of Udine to the brand's four strategically located Italian dealerships. The British marque operates out of Udine in partnership with the Moretto Group. Established in 1947 the family owned group entered the car industry in 2004, with their now 65 years of experience in the area, their strong presence has led to a successful 8 years of automobile expertise.

Jeffrey L. Scott, Managing Director of Aston Martin Lagonda of Europe, said at the official ribbon-cutting ceremony: "Udine completes Northern Italy by expanding our presence further from the coast to the Alps. We are happy to have the Moretto Group onboard who work as we do in a strong and respected family atmosphere. They will be a powerful representative for the brand and we welcome them behind our steering wheel for Italy."

Luca Moretto, Dealer Principal of the Aston Martin Udine dealership and Chief Executive of the Moretto Group, said: "The Moretto Group has strong results across all our activities because we always put the customer at the centre of our attention. We have loyal customers because we listen to their demands and Aston Martin is exactly what they have been asking for. As a sports car enthusiast personally, we are all excited to enter the luxury market here under the name Aston Martin Udine."

Aston Martin Udine is operating from an interim facility with a six car 380sqm showroom and a fully modernised service facility to meet all servicing needs. The dealership is within 10 minutes drive of the historic centre and is easily reachable from all main highways serving Udine, Venice and Treviso.

In honour of the new dealership opening, the Aston Martin "Power Beauty and Soul" tour that is currently making its way across Europe has stopped by to present the ultimate reception to guests and enthusiasts, displaying the Vanquish, Aston Martin's

new super grand tourer. Impressing with its breath-taking design, it is the most powerful production car offered by the British luxury manufacturer with the exception of the One-77 supercar, due to its 6.0-litre V12 engine, providing 573 PS at 6,750 rpm. The limited edition V12 Zagato will also be presented and celebrates another of the English marques achievements in Italy as representative of the 50th anniversary of the partnership between Aston Martin and the famous Italian design house. Finally completing the trio for customer viewing will be the V12 Vantage Roadster which effortlessly puts 517 PS at 6,500 rpm and 570 Nm of torque at 5,750 rpm to the road. This new convertible rounds up the latest highlights of the Aston Martin model range.

Aston Martin is represented in Italy, in Bologna, Milan, Udine and Verona.

**Dealership address and contacts:**

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