

# ASTON MARTIN MAGAZINE



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ASTON

MARTIN



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...none of whom would be caught without a decent timing instrument strapped over their wetsuit. We round up the finest handcrafted diving watches on the market

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### ASTON MARTIN MODEL RANGE

Our regular product catalogue at the rear of Aston Martin Magazine gives the full rundown of Aston Martin's formidable production-car line-up, including the new Carbon Black special editions

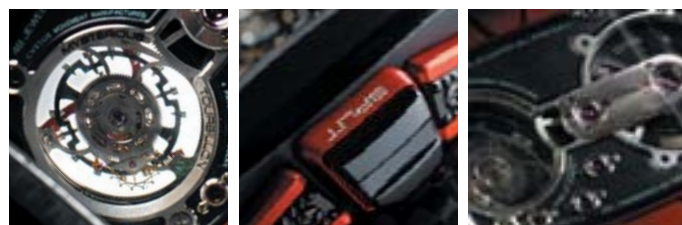




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ASTON MARTIN



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ISSUE 11  
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JONATHAN WINGATE

Interviewing Storm Thorgerson from page 20 is Jonathan, who began his career in the music business as post boy for Virgin Records before working his way up the ladder to become spokesman for David Bowie and Bob Geldof.

He now works as a music journalist and broadcaster, and has written for a variety of publications including the ‘Daily Telegraph’, ‘Mojo’ and ‘Rolling Stone’. He has been lucky enough to interview many of his heroes, ranging from Sir Paul McCartney to Smokey Robinson, and can regularly be heard putting the music world to rights on BBC television and radio.

JOSH SIMS

Josh Sims is a freelance journalist, editor and copywriter, contributing to the likes of the ‘Independent’, ‘Esquire’ and ‘Wallpaper’. He lives in London, where his home backs onto a canal. Fortunately, since it is only four feet deep, he has been given the perfect excuse to avoid first forays into freediving, a subject he explores from page 61.

MARK C O’FLAHERTY

Mark is a nomadic design and travel writer and a frequent contributor to the ‘Financial Times’ and the ‘Sunday Times’ as well as ‘Elle’, ‘Blueprint’ and a wide variety of international journals. Mark studied film in London and had a highly successful career as a music photographer in the 1990s before branching into fashion-show production at London Fashion Week. He profiles Hollywood’s club tycoon Sam Nazarian from page 34.

SIMON DE BURTON

Writing on heritage investment from page 76 is Simon, a freelance journalist and author who writes about a range of topics in the luxury goods sector, including cars, motorcycles, wristwatches and fine art. He began driving at the age of eight in his mother’s Triumph Vitesse convertible, acquired his first motor aged 14 (a £15 Fiat 600) and has since been the guardian of more than 200 cars and at least as many motorcycles. Sadly, Aston Martin ownership still eludes him.

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# ASTON MARTIN LIFE



## GENEVA FEVER

Aston Martin’s world-class range of cars and services proliferated in early March, when an unprecedented number of new models made their debut at the 80th Geneva International Motor Show, every one to a strong and positive reaction. Starting with a bang, the opening press day on 2 March saw Chief Executive Officer Dr Ulrich Bez and Director of Design Marek Reichman whip the silk covers from Cygnet – possibly the most dramatic departure for Aston Martin in recent memory. A capacity crowd swarmed over the micro-proportioned yet luxuriously appointed city car, which took centre-stage on Aston Martin’s stand. You can read more about Cygnet’s urban versatility from page 56.

Also making their entrance at the Palexpo exhibition centre, Geneva, were two shining examples of Aston Martin’s brand-new Works Tailored service, which will offer customers of both new and existing Aston Martins personal tailored options through the world-famous Works Service facility. A Magma Red Rapide featuring tailored ‘Cryptic Titan’ fascia and a DB9 in Blue Pearl with gunmetal exterior metal work served as a showcase of Works Tailored’s practically limitless boundaries.

Ulrich Bez was also proud to announce his 10th year as Chief Executive Officer by unveiling the DBS UB-2010 Limited Edition – 40 commemorative DBS cars, specified personally by Ulrich Bez through Works Tailored.



## THE MAGIC TOUCH

Continuing the stream of unveilings on Aston Martin’s stand during the Geneva Motor Show, 50 Jaeger-LeCoultre customers, 10 journalists and 10 Aston Martin customers gathered to witness first-hand the remarkable new trick up the Swiss watchmaker’s sleeve. Using his ‘Rapide’ edition AMVOX2 Transponder watch, Jaeger-LeCoultre’s Sales Director Jérôme Favier locked and unlocked the Red Magma Rapide on display by simply pressing the watch face at 4 and 8 o’clock.

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## ASTON MARTIN LIFE

FOUR DOORS  
ON TOUR

Prior to its hugely successful media launch in Valencia this February, Aston Martin's new four-door sports car, Rapide, embarked on a lengthy global tour of high-profile unveilings – generating in the process a 'buzz' rarely felt before for any new car, let alone an Aston Martin. From Europe to the Middle East, then Asia, the Pacific and throughout the United States, VIPs, customers and media representatives were all treated by their local dealerships to first sight of what most believe to be the 'most beautiful four-door sports car in the world'.

The UK alone saw 20 Rapide launches from Belfast to Jersey, with a particularly glamorous event at The Dorchester Hotel in London attracting over 400 people and plenty of orders. Aston Martin's European team was also kept busy with visits to 30 locations within just two months, from Oslo to Rome, Bordeaux to Moscow. In the Far East, crowds were wowed by Rapide's elegant but powerful proportions in Beijing, Hong Kong, Tokyo, Osaka, Nagoya and Taipei from 24 January to 7 February.





## ASTON MARTIN LIFE



## 220 PLUS

Aston Martin's One-77 supercar has moved closer to setting a new all-time record for the British marque in initial high-speed testing, after surpassing all predictions and comfortably breaking the 200mph mark. The One-77 is currently undergoing a stringent development process ahead of the planned launch later this year with high-speed testing taking place at a top-secret proving ground in southern Europe. In a series of test runs completed in mid-December the One-77 exceeded original expectations and recorded a 220.007mph (354.86km/h) top speed in dry but windy conditions under the guidance of the Aston Martin engineering team. Dynamic testing is now continuing in earnest.

Powered by a new Aston Martin 7.3-litre V12 engine, the One-77 is engineered to deliver breathtaking levels of power and performance, as well as turn heads with a dramatically styled body based on an innovative new carbon fibre monocoque. It will be the ultimate expression of what Aston Martin stands for, limited to a maximum of 77 individually numbered examples.

## AWARDS AND ACCOLADES

Space inside the trophy cabinet at Aston Martin's Gaydon headquarters is rapidly running out this year – which isn't to say anyone's complaining, of course. Numerous honours have been bestowed upon the marque since the pre-Christmas awards season, reflecting its enduring popularity and the quality of its many new models. These include Most Beautiful Sports Car for Rapide at Festival Automobile International, Paris (received by Marek Reichman, Director of Design, pictured), three awards for Rapide, DB9 Volante and V12 Vantage from *Auto Zeitung*, Manufacturer of the Year 2009 from *CAR Middle East*, plus a double victory thanks to readers of *Auto Motor und Sport*: both the Rapide and DBS Volante were voted the most beautiful premium-class and convertible cars of 2009 out of the year's 89 new models.

GOOD THINGS  
COME TO THOSE  
IN KUWAIT

The Aston Martin Showroom in Al Rai, Kuwait, played to a packed house on 9 November, with a very special V12 Vantage event. Present to admire the marque's most potent production car yet were current Aston Martin owners, members of the media, top Kuwaiti businessmen and VIPs. By the end of the evening, the Premier International Motors Group Company had sold both its available V12 Vantages to customers attracted by the prospect of the V12 powerplant normally found in the DBS, in combination with the supreme agility of Aston Martin's shorter-wheelbase Vantage. Indeed, many PIMG clients have since dubbed it 'Aston Martin's Monster'.



## ASTON MARTIN LIFE

## DEBUTS IN DUBAI

Making their Middle Eastern motorshow debuts, Rapide, One-77, DBS Volante and V12 Vantage drew a huge amount of interest at the Dubai Motor Show from 15 to 20 December. On press day, Dr Ulrich Bez and Marek Reichman were on hand to present the new trio, which initially included the Nürburgring 24-Hours class-winning V12 Vantage, 'Elwood'. Since Dubai in December, Rapide has gone on to be the star of its own show at launch events spanning the Middle East: from Jeddah to Riyadh, Al Khobar, Kuwait, Bahrain and then Qatar in April.



## DUBAI TO THE DUNES

Members of the Kuwaiti and United Arab Emirates media enjoyed a rare and exclusive opportunity to sample Aston Martin's current model range in October, riding and driving from Emirates Towers Hotel in Downtown Dubai along the demanding roads of the desert to the luxurious Bab Al Shams desert resort. As expected, the V8 Vantage, V12 Vantage, DB9, DBS and DBS Volante all proved their mettle, despite the heat and drifting sand.



## SHOOTING RAPIDE

Since February this year, Aston Martin's Rapide has showcased the remarkable capabilities of Bridgestone's Potenza S001 tyres by starring in the Japanese brand's global advertising campaign. Hugging the bends of Wales's most demanding mountain roads, Aston Martin's Performance Driving Course Instructor Simon Dickinson drove one of the very first Rapides off the production line in December, highlighting the top sporting performance of the new S001 tyres across print media, television broadcasts, posters and catalogues. Readers can watch the new commercial at [www.potenza.eu](http://www.potenza.eu)

## PUT IT ON ICE

Following last year's successful premiere, the second edition of Aston Martin's bespoke 'On Ice' winter driving courses attracted four times as many customers to the Alps this February. Some 150 customers travelled to renowned Swiss ski resort St Moritz from as far away as Singapore and Canada. Marcel Beci, General Manager of Aston Martin Europe, commented, 'Here at Aston Martin On Ice, we have the opportunity to show our customers how an Aston Martin stays controllable even in difficult weather conditions and to demonstrate that driving our sports cars on snow and ice is not only possible but also great fun.'

The event ran over six days, offering customers use of the V8 and V12 Vantages, DB9 and DBS – plus the guidance of four Aston Martin instructors, as they got to grips with drift and spin, braking and swerving manoeuvres, slaloms and finally J-turns.

To find out how to get 'On Ice' next year, visit [www.astonmartindrivingexperiences.com](http://www.astonmartindrivingexperiences.com)





ASTON MARTIN LIFE



RIBBONS AROUND THE WORLD

New doors continue to open for Aston Martin customers the world over, with the number of branded showrooms growing at a rate in resolute defiance of the economic downturn. Indeed, in Europe alone, following two gala ribbon-cuttings in March at Warsaw (Poland; pictured top) and Kronberg (near Frankfurt in Germany; pictured above right) Aston Martin currently operates through 48 dealerships in 16 countries – soon to be joined by Athens (Greece), Florence (Italy) and Stockholm (Sweden). Elsewhere in the World, China’s very first dealership opened on Jinbao Street in Beijing on 24 January (pictured above left). British Ambassador to China, Mr Sebastian Wood was amongst a high-profile guestlist greeted at the glitzy launch party by the Rapide, on its Chinese debut. Taiwan’s first showroom in Tapei opened earlier this year and dealerships in Sao Paulo (Brazil), Santiago (Chile) and Chengdu (China) are forecast to be complete in the next two months.

Aston Martin enjoyed a particularly warm reception in Warsaw, the first ever Polish dealership. Dr Ulrich Bez, Aston Martin Chief Executive Officer, said, ‘We have been inundated by Polish customers who have expressed a strong desire for our cars; finally we have the right partner and the right facility in place to serve them directly.’



DRIVING DAYS 2010

Whether you want to drive one of the world’s most famous race circuits with ‘On Track’ or experience the thrill of ice driving in St Moritz with ‘On Ice’, Aston Martin can offer something for everyone when it comes to driving experiences. Plus, for the first time this year, a new ‘On Tour’ programme offers some impeccably organised tours through Europe and the USA.

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## ASTON MARTIN LIFE

## GET TRACKSIDE AT LE MANS

From 12–13 June, Aston Martin Racing will return once again to La Sarthe in France, where its two LMP1 cars will vie for victory at the legendary 24 Hours of Le Mans endurance race. Aston Martin is offering you the chance to be part of this illustrious event and support the Works and customer teams, with a limited number of places in the Aston Martin VIP Club. Situated at the Parc du Raccordement, overlooking the pit lane entry and Ford Chicane, the VIP Club Hospitality package includes an Aston Martin Racing BBQ on Friday evening, access to trackside hospitality, and a private pit suite, Saturday and Sunday meals, plus the end-of-race champagne reception.

*The Aston Martin VIP Club Hospitality package costs £1,495. To enquire, please visit [www.astonmartin.com](http://www.astonmartin.com)*



## HIGH SOCIETY



Aston Martin's Chief Executive Officer Dr Ulrich Bez scaled the Austrian slopes with friends this winter – all of whom were kitted out with Aston Martin's brand-new, high-tech skis by Austrian ski specialists Differences. Amongst several others, Dr Bez was joined by five-star Hotel Arlberg owner Hannes Schneider (après-ski host with the most), DBS owner Scott Mellin (pictured above right with Dr Bez) and Rainer Nachbaur, who originally designed the skis.

## INITIATION AT GAYDON

On 7–8 December, Gaydon headquarters played host to 10 special guests from new and emerging markets for Aston Martin. Drawn from the leading media of Croatia, Czech Republic and Poland, where new dealerships have opened within the last year, the journalists enjoyed a tour of the Design Studio and manufacturing, meetings with executives, a sneak preview of the One-77 supercar and, of course, a chance to drive the existing model range around the neighbouring Warwickshire countryside.



## MIDSUMMER CLASSIC



This summer, a prestigious concours d'élegance featuring a selection of the world's finest Aston Martin and Lagonda cars will be held in the magnificent grounds of Stoke Park Golf and Country Club, in Buckinghamshire, with the support of Aston Martin. As well as a fine display of heritage Aston Martins dating from the 1930s, The Midsummer Classic will host an al fresco lunch and afternoon tea on Saturday 26 June, followed that evening by a 007-themed 'Thunderball' dinner and dance, which will feature a special charity auction hosted by Bonhams.

*To enquire and book tickets, call +44 (0)20 8741 8822, email [reservations@clubtertrouge.co.uk](mailto:reservations@clubtertrouge.co.uk) or visit [www.midsummerclassic.co.uk](http://www.midsummerclassic.co.uk)*

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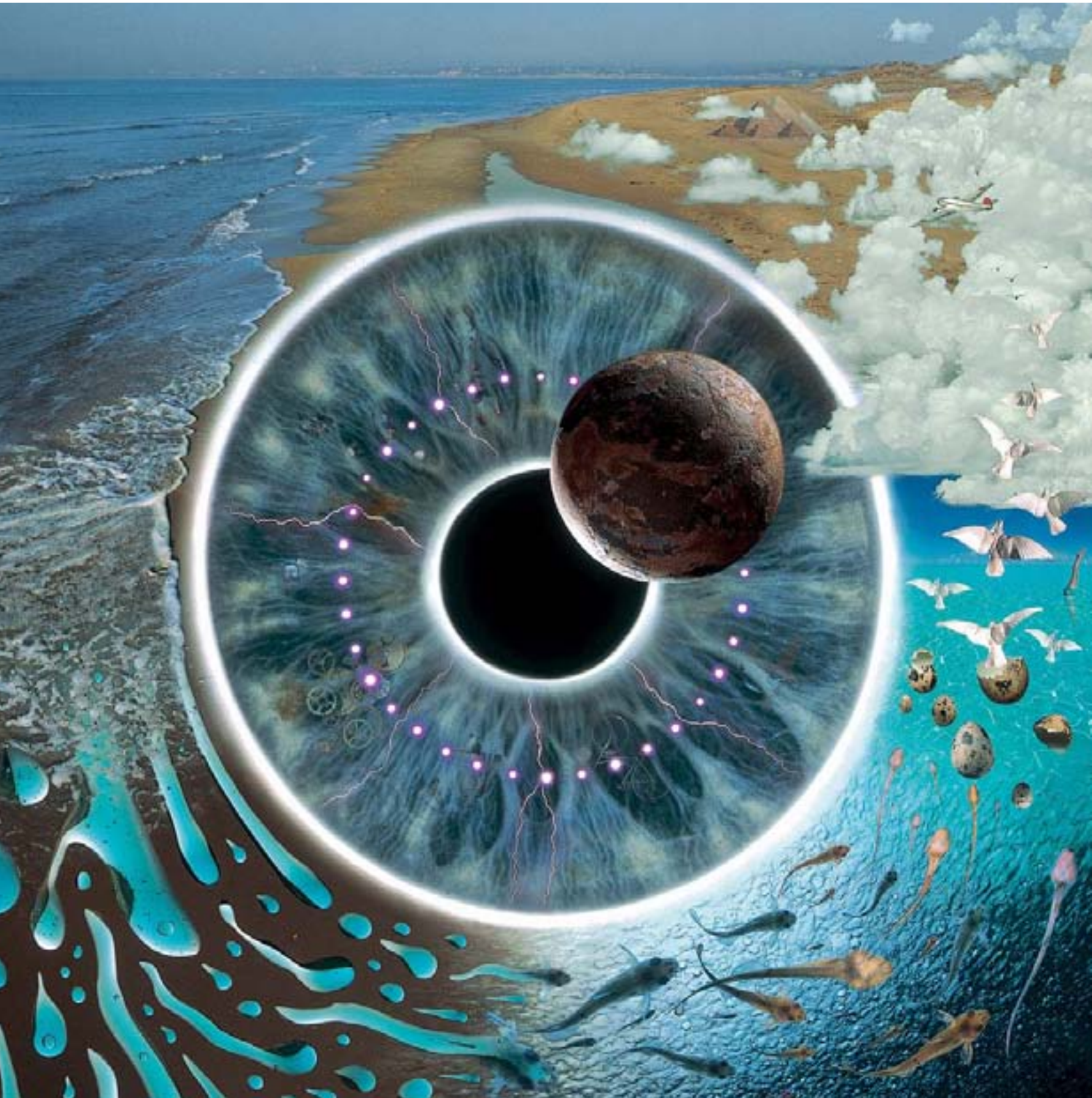
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## VINYL FANTASY

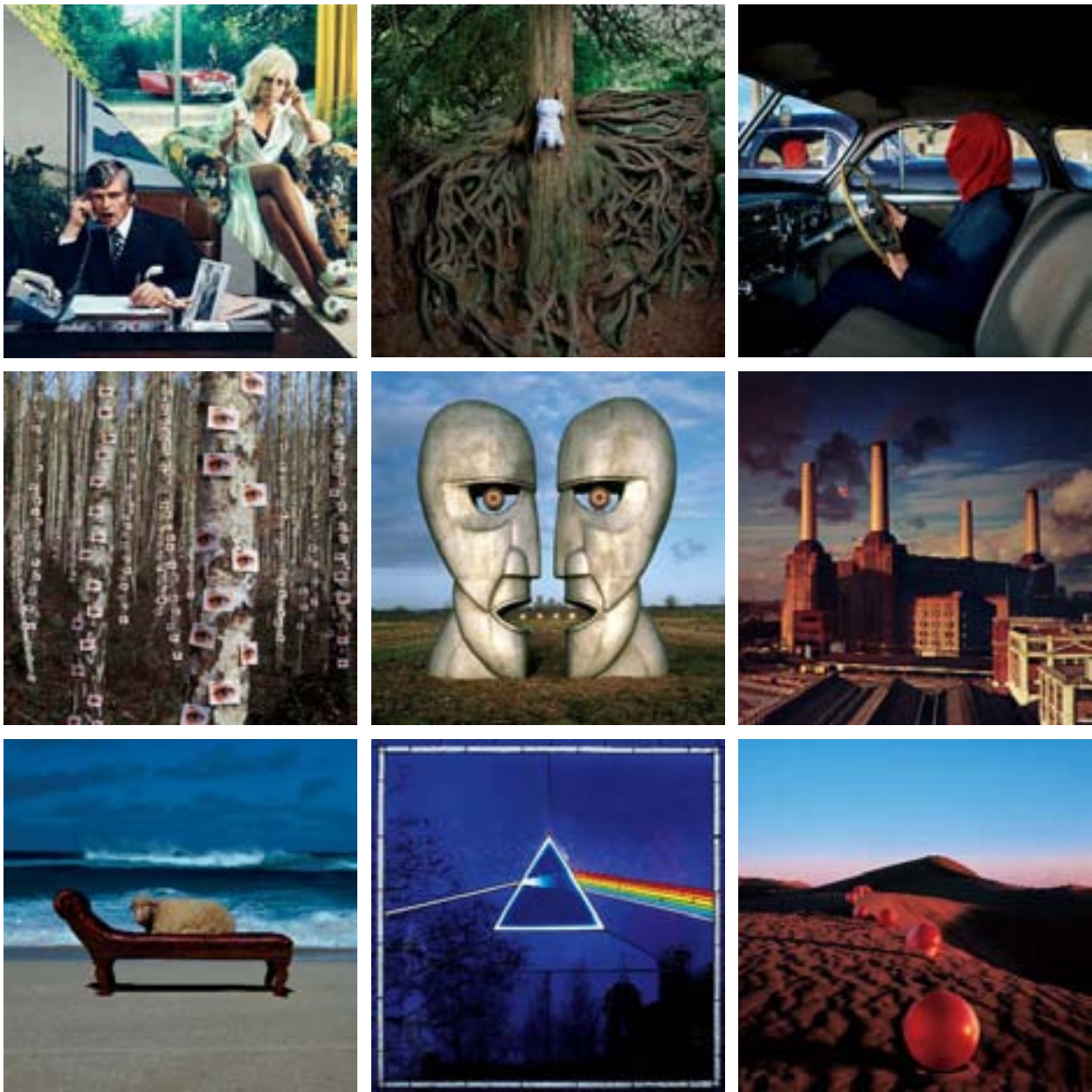
He is the surrealist design guru behind Pink Floyd, Led Zeppelin and countless other legends, yet despite creating some of the most iconic album covers in musical history, few people know Storm Thorgerson by name. **Jonathan Wingate** meets the man behind some of the most instantly recognisable imagery of modern times

He creates the sort of surreal pictures you feel as much as see, images that slowly reveal themselves and can be simultaneously crystal-clear yet somehow utterly confusing. In a career that stretches back more than 40 years, it is no exaggeration to say that his unique album sleeves have left an indelible mark on the cultural landscape. 'How would I describe what I do?' smiles Storm Thorgerson with a theatrical wave of his hand, pausing for thought, as he invariably does, before speaking. 'I'm a designer, and in my more fanciful moments, I think of myself as an artist. I devise performances that may consist of events, stunts or scenarios that are then photographed – otherwise nobody would ever bloody see them.'

'I'm a performance artist, I suppose, but I'm not a showman, because nobody knows who I am or what I do. I use whatever is required to embody the idea that I have dreamed up. It doesn't matter to me whether I'm working on an album cover, an elephant or a playing card... they're all design propositions to me. Although I'd probably have a bit of trouble designing a car or an aeroplane, I could certainly design a chair.'

We are sitting in the late afternoon gloom of the restaurant beneath the north London studio that Thorgerson has owned since the early 1970s. Although the walls are covered by large-scale lithographs of some of his best-known work, it is quite clear that none of our fellow diners have any idea that the slightly eccentric looking man holding court at a table by the bar actually created all of these astonishing album covers. Thorgerson always merged fantasy with reality in a unique way, yet his ultimate aim was always deceptively simple: 'My work is about translating the music into a picture,' he says. 'I would obviously hope that the picture might also be entertaining, diverting, interesting, incongruous and pleasurable. The act of translation is the remit, but it is not the only aim. Unlike the music, I don't have 40 minutes... I have one second. I think it's easy to give music a second listen and it's hard to give pictures a second glance.'





PREVIOUS PAGE: 'Pulse' (1995), Pink Floyd. THIS PAGE, CLOCKWISE FROM TOP LEFT: 'How Dare You!' (1976), 10cc; 'The Widow' (2005), Mars Volta; 'Frances The Mute' (2005), Mars Volta; 'Animals' (1977), Pink Floyd; 'Elegy' (1971), The Nice; 'Dark Side of the Moon 30th Anniversary Edition' (2003), Pink Floyd; 'Look Here?' (1980), 10cc; 'Eyes on Trees' (2000), Catherine Wheel; 'The Division Bell' (1994), Pink Floyd. OPPOSITE PAGE: 'Absolution' (2000), Muse.



I don't think you can say with any certainty whether your image will be used as a huge billboard or as a tiny icon on the internet, so I'm not format-minded really. You get a serious buzz when something that was merely an idea is then brought to life as a real event

'We try to put lots of stuff in, so the images we create are an attempt to make people look twice. If I give them something that they know is real but looks unreal, you've already got a kind of conundrum. They might look at the burning man on the cover of *Wish You Were Here* and say – "Did you really burn that man alive? Is this a snuff movie?"'

Storm Thorgerson's childhood would not have been particularly unusual were it not for the fact that he went to Cambridgeshire High School for Boys with Roger Waters and Syd Barrett, who would later go on to form Pink Floyd. Having initially studied English and Philosophy at university, inspired by seeing Fellini's *8½* and Antonioni's *L'Avventura*, Thorgerson went on to complete an MA in Film and Television at London's Royal College of Art.

In 1968, Pink Floyd were putting the finishing touches to their second album – *A Saucerful Of Secrets* – when an artist they knew turned down their request to design the sleeve. With no previous experience, Thorgerson volunteered for the job.

Along with his friend, Aubrey Powell (Po), he started a graphic design company, Hipgnosis, their name taken from a piece of graffiti they found scrawled on the wall outside their apartment. Hipgnosis raised the bar for album cover design and quite literally changed the way the world looked at music, through the distinctive sleeves they created for everyone from Led Zeppelin and Black Sabbath through to Paul McCartney and Peter Gabriel. 'Mostly I design images that are connected to music, because it's more fun and it's not product enslaved,' Thorgerson explains. 'Music is not an uninteresting product like detergent – it is the other end of life, full of emotion and meaning. Because of your limited space, you're trying to

say something succinct, so you have to develop your own narrative. There's always something that artists are preoccupied with, whether that's love, hate, money or politics. If I can find it, that provides the key to the narrative, which is a little journey in the mind... a flight of the imagination.'

From the burning businessman on the cover of *Wish You Were Here* to the giant pig flying over London's Battersea Power Station on *Animals*, Thorgerson went on to design almost every Pink Floyd album sleeve. 'My perception of them can change as the years go by, but I think the good ones stand the test of time. Most of the Pink Floyds do. *Dark Side Of The Moon* is fine as a graphic, the cow on the cover of *Atom Heart Mother* is a very good social statement, and *Wish You Were Here* has always been one of my favourites because it's very evocative. So a lot of it I look back upon very fondly. 'Artists are notorious for exaggerated reactions, so they either love their stuff too much or they hate it too much,' he continues, warming to his subject. 'Because your ego is so rampant and your paranoia is so great, you cannot retain a considered view. I've done something like 400 album sleeves, so half of them have got to be bad anyway... just by the law of averages. I think the only thing I have learned getting older is that you make less mistakes.'

Although Thorgerson created many of the most groundbreaking album covers of all time, it is undoubtedly his ineffably memorable work on 1973's *The Dark Side Of The Moon* that left the biggest mark. His prism design has mystified and mesmerised fans ever since, and although he is fully aware that it is his most famous album cover, he does not believe it is one of the best examples of his work.



*'Dark Side* is not particularly interesting to me as an image, although of course, I'm proud to have done it,' he says casually. 'I'd seen a line drawing of a prism in a school physics textbook, but I think it was the changing of the background to black that was probably the key. It was partially about light and it was also partly about some of the madness that is referred to in the lyrics, because the prism or the triangle is a symbol for ambition. It was quite useful, because we later realised that we could deploy pyramids as well, and if ever there was a testament to vaulting ambition, it would be a pyramid – this mega-structure made so that the Pharaoh can get to heaven more easily with all his stuff.

'When the idea was presented to the band in the basement at Abbey Road, we submitted six or seven roughs – as we always did – and they were unanimous. They were probably so relieved to actually all agree on something as opposed to getting into another round of prolonged arguments that they left the room just as I was trying to get them to look at the other ideas.' You could be forgiven for assuming that demand for Thorgerson's work would have steadily diminished as he watched his canvas shrink from twelve inches of vinyl down to five inches of CD and now to a one-inch thumbnail on a screen, but he is as busy as ever, working with bands such as Biffy Clyro and Muse. Interestingly, despite today's MP3 dominance, his attitude towards the format his work is seen in is entirely pragmatic.

'I don't think you can say with any certainty whether your image will be used as a huge billboard or as a tiny icon on the internet, so I'm not format-minded really,' Thorgerson explains. 'It's certainly not my preference, but it doesn't bother me, because I can't do anything about it. 'You get a serious buzz when something that was merely an idea is then brought to life as a real event. I'm usually worried that things will go wrong. Once the ball is rolling, then it's great if it works, and if it doesn't, then you usually go back and do them again. The one we're doing on Monday, for instance, consists of 12 people underwater in Crystal Palace swimming pool, and I'm sure we'll have the same logistical problems as most performance things that we do. Let's hope they don't bloody die, that's all.'

His eyes twinkle with a weird but rather benign mischief, and although the stroke he suffered a few years ago has limited his physical movement considerably, Storm Thorgerson is still positively fizzing with enthusiasm for his work: 'Even after all this time, I'd say I'm just as excited about what I do as I was when I first started,' he beams as we say our goodbyes. 'I'm cursed with bad luck on the health front, but actually, I've come to realise that I've been blessed with good fortune in other areas of my life. It's a really nice job when you stop and think about it.'

For more information, visit [www.stormthorgerson.com](http://www.stormthorgerson.com)



THIS PAGE: 'Houses of the Holy' (1973), Led Zeppelin

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# OPENING DOORS

Introducing a brand-new car to the world’s media encompasses more than simply tossing out sets of keys – the setting, the context, the 24-hour technical support, the logistics and, yes, the local roads all play a critical role in how the world learns what it’s like to drive a new car, without actually driving it. **Patrick C Paternie** joined Aston Martin’s Communications team ‘on launch’ in Valencia this February, where the new, four-seater Rapide made its media debut. What follows is a unique ‘backstage’ insight into the workings of a seamless, heavenly driving experience







Anyone who has been at the wheel of one can attest Aston Martins can certainly speak for themselves. The new Rapide is an excellent communicator via the mellifluous exhaust tone of its willing 6.0-litre V12 and responsive rack and pinion steering and adaptive suspension. Its arresting coupe-like four-door styling with a ‘come hither’ stance excels as a conversation starter. But even a car as eloquent as the Rapide benefits from a proper introduction and that is where Janette Green and her small but dedicated team of staff in the Aston Martin Communications Department come in.

Sun-drenched Valencia, Spain, is where vibrant 21st-century architecture and activities such as Formula 1 and the America’s Cup meet two millennia of history and tradition in the form of handcrafted porcelain and ceramics, the origin of paella, and the resting place of the Holy Grail. It is also where the world’s media got to meet the latest Aston Martin, the Rapide four-door sports car.

‘This is one of the most important launches we’ve ever done,’ declared Janette Green, Director of Brand Communications. ‘Our goal was to show off Rapide in the best place, on the best roads, and in the best way we possibly can.’

‘Opening Doors’ was the chosen theme – a play on Rapide’s status as the first four-door Aston Martin. ‘From the very start,’ recalled Green, ‘the launch aimed to evoke a unique atmosphere for every guest; a money-can’t-buy “experience” rather than simply another automotive unveiling.’ The programmes were tailored according to whether journalists hailed from lifestyle or automotive media. After all, of the 220 that were to attend, a vast spectrum of automotive, business and lifestyle titles would be represented from 30 countries, from *Auto Motor und Sport* to *GQ*, *Car Graphic* to *Wallpaper* and the *FT*; from local Valencia newspapers to journalists travelling 40 hours from Australia.



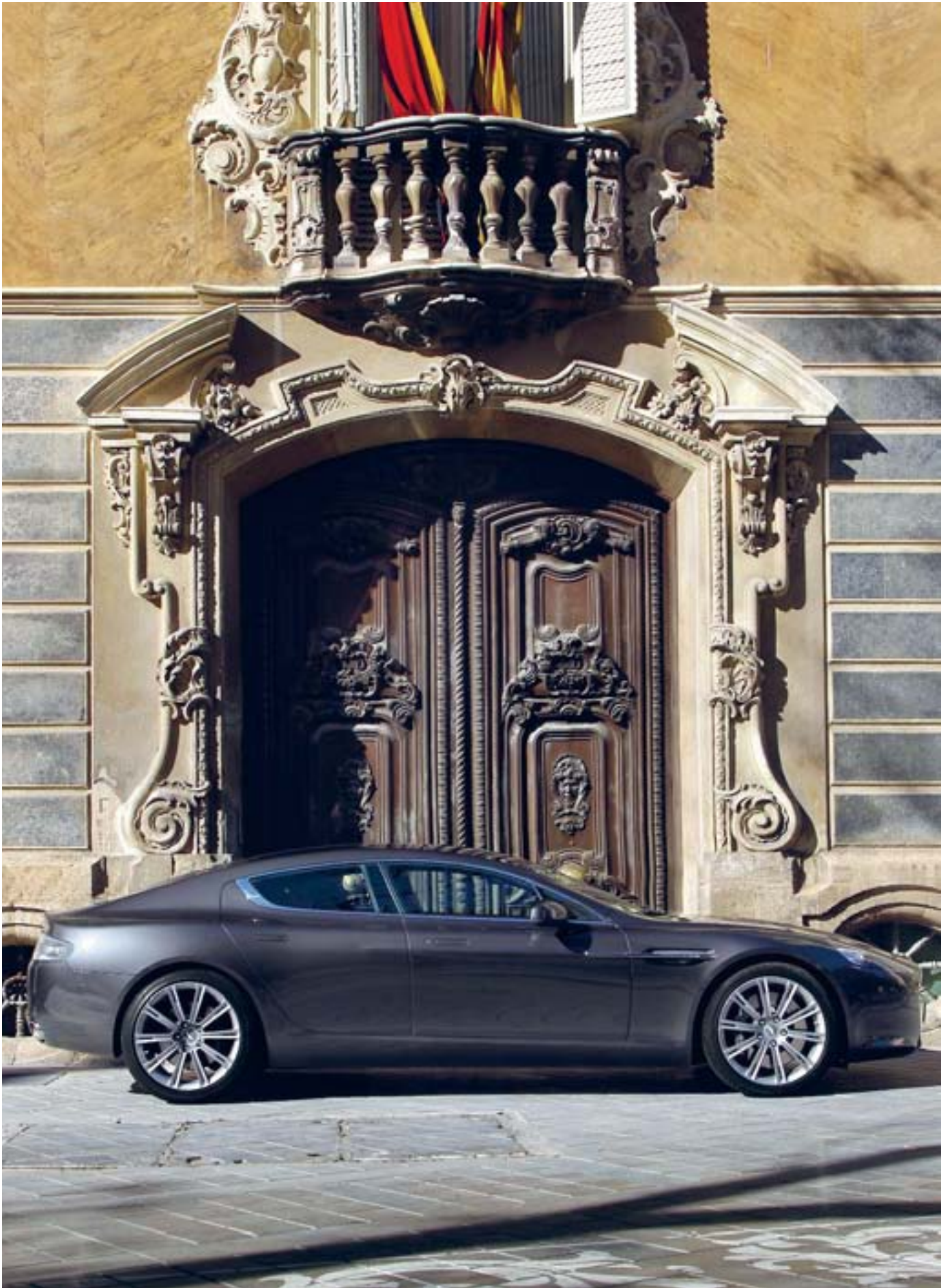
Planning for the launch began in the summer of 2009 according to Matthew Clarke, Product Communications Manager: ‘We start with an idea of when Job One (customer car production) begins and work backwards to when we can get pre-production cars to drive,’ he explained. Clarke had a dozen cars allocated to him, more than any previous launch, and allowing for the holiday season and potential winter travel delays, the first three weeks in February were selected for adequate time for stories to be published to whet customer appetites prior to cars becoming available in April. Valencia was one of several locations considered. Weather concerns eliminated Aston’s headquarters in Gaydon and the Magna Steyr facilities in Graz, Austria, where Rapides are built. Sweden lost out because of limited daylight hours in February. San Diego, California, was judged too far to bring 200 journalists from all over the world for essentially a one-day drive let alone the dozen test cars, spares, 15 technicians, 4 photographers and various Aston Martin personnel (including Director of Design Marek Reichman, there for the duration, and CEO Dr Ulrich Bez, who made time in his hectic schedule to personally attend every group session – a display of top-level commitment normally unheard-of during such a lengthy launch).

Sarah Durose, PR Manager, was in charge of the logistics and event planning. She added another reason for choosing Valencia. ‘Dr Ulrich Bez is a big fan of how Valencia represents the best of both the old and the new; from handcrafted arts to the modern architecture. He saw similarities to what Aston Martin represents.’ It was a concept evident to CuldeSac, a hip, local communications and creative branding firm, who Aston Martin elected to work alongside for their experience in representing luxury brands such as Tiffany and Lladro.



The basement vaults of jewellery designer Vicente Gracia were chosen for ‘storing’ the Rapide’s jewel-like keys in numbered deposit boxes, to be ceremoniously handed over to the journalists





‘This is one of the most important launches we’ve ever done. Our goal was to show-off Rapide in the best place, on the best roads, in the best way we possibly can’

‘They brought a local and fresh set of eyes,’ to the event according to Durose. ‘We clicked with them straight away,’ she said. ‘They got what the Aston Martin brand is about immediately. Our launches are informal and more like family gatherings. We really wanted an authentic, in-the-know experience, not a tourist experience.’

Local doors that were opened for Opening Doors included locations such as the Hospes Palau de la Mar, a chicly modern hotel spa within a 19th century palace and a back street wine and tapas bar, Casa Montaña. Breakfast was at the Central Market where journalists ‘shopped’ for local delicacies, including an array of ham, cheese and pastries from the vendors – under the watchful eyes of a Silver Blonde Rapide, which Aston Martin had perched dramatically upon a pedestal, amidst the stalls.

‘My big passion is to never stop being creative by doing something with us that you wouldn’t do with anyone else,’ explained Green, an industry veteran who understands that today’s travel weary auto journalists appreciate locales that can contribute to their storylines. ‘Anyone can do the five-star dining experience but I love to discover the local jewels.’ And that is exactly what she did in Valencia. Her team discovered the basement vaults of Vicente Gracia, a highly acclaimed international jewellery designer, for ‘storing’ the Rapide’s jewel-like keys in numbered deposit boxes to be ceremoniously handed over to the journalists.

Before taking to the driver’s seat, journalists got to utilise the swan-wing doors that lift up and out to access the luxuriously appointed rear seats that feature separate climate controls and optional video entertainment package. The team arranged to convert the car park of the sprawling, futuristic City of Arts and Sciences – an art museum, planetarium, opera

house complex designed by the world-renowned local architect Santiago Calatrava – serve as a klieg light lit, carpeted launch point for the test drives.

Clarke and Kim Palmer, Product Press Officer, laid out the route for these test drives. They first came out in November and armed with a rental car and a map began driving in various directions until, by process of elimination, they came up with a route that met their criteria. ‘We were looking for a four to five hour route that was a good mix of motorways and twisty stuff plus nice open areas that looked good in photos as well as highlighting the performance of the Rapide,’ Clarke explained. In December, Engineer Simon Barnes came over with a Rapide to recce the route and make any final adjustments. Palmer recalled that one road was deemed a bit too narrow and an alternate selected.





'It was passable, but we didn't want to stress out any of the drivers,' he declared. There was no worry that the 470 horsepower smoothly flowing through the rear-mounted six-speed Touchtronic2 automatic transmission would have any problem climbing the mountainous terrain of the wine country north of the city. The 51/49 front-to-rear weight distribution coupled with the added wheelbase length provided the optimum balance on the serpentine mountain passes.

Palmer located a vacant auto dealership to serve as home to the cars and the 15 technicians who cared for them during the launch. 'There is great pride amongst the technicians in being chosen to be part of a launch programme. They enjoy their work and work hard because every car is thoroughly inspected and cleaned after each wave of journalists has driven them,' he said. Co-ordinating the technical aspects, and on hand to answer the journalists' more probing questions were Engineering Director Ian Minards, Vehicle Engineering Manager Simon Barnes, Chief Platform Engineer Dave Doody, Programme Manager John Caress and Nick Miller, Launch Manager.

Technicians weren't the only ones working hard to make the Rapides look good for the press. A team of four photographers came in three days early to scout locations in the city and along the drive route plus do all the photography that will be included in the CD given to all the journalists. 'We do as much in advance as possible,' reported car photographer Nick Dimbleby who explained that not a single photo is shot during the first day, which includes a meeting with Reichman to decide on which lighting and location best applies to each colour Rapide. Then, working hours are literally from dawn to dusk for shooting, with selecting, editing and burning photos to CDs after that. Hanging out of a car to do action shots adds a little danger to the mix.

Rapide may be the newest Aston Martin, but it made a number of friends in Valencia, both journalists and the citizens of a city that embraces a blend of the old and the new in well-crafted harmony. With twice the seats available as other Aston Martins, look for it to make many more friends wherever it goes.



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# HOLLYWOOD’S NEW MOGUL

Allow **Mark C O’Flaherty** to introduce you to Sam Nazarian, guru to Los Angeles’ jetsetting elite and leisure-venue pioneer. Having reinvented going out for the celebrity crowd, he is now taking his singular creative vision to the rest of the States and beyond, reinventing Philippe Starck’s career in the process

Dorothy Parker’s jibe about Los Angeles being ‘72 suburbs in search of a city’ has been a truism for over a century, but the landscape is changing. The home of film and television is morphing into a different kind of influential cultural force, from the regeneration of Downtown and the expansion of the Pacific Design Center to the work of Michael Govan at the LACMA and the arrival of Jeffrey Deitch at the MoCA. Arts aside, no one has done more in recent years to give downtime in the city a provocative and distinctive look than Sam Nazarian. His SBE group includes four Katsuya restaurants, the haute dining rooms XIV and The Bazaar, three Hyde lounges and the SLS hotel in Beverly Hills. While his short-term aims have been to reinvent the leisure industry in Los Angeles, his vision is global, and he curates every design aspect of his growing empire masterfully.

Iranian-born, and still young at 35, Nazarian has an acutely visual way of working. His home in the Hollywood Hills, sprawling across 6,000 square feet and cantilevered from a cliff face, embraces a multitude of fantasies of Californian living, from the Rat Pack to David Hockney’s Bigger Splash. His pool deck can entertain 200 guests, he has his own screening room

complete with classic Cretors popcorn machine, and the panoramic view through floor-to-ceiling glass from his lounge evokes architectural photographer Julius Shulman’s most glamorous work. On one wall hangs a birthday present from Milton Glaser, the designer who created the iconic ‘I love NYC’ logo; it’s an LA version of the same piece but against a graduated tone of pink and grey. ‘Milton hates LA,’ explains Nazarian, ‘the pink is supposed to be a Playboy Bunny colour and the grey represents the smog.’

Nazarian, of course, loves LA. He’s hard-wired into its culture of celebrity. On the desk in his bedroom there is a framed picture of him sitting courtside at a basketball game with David Beckham. He’s appeared on-screen in *The Hills* and *Entourage*, playing himself. This is his milieu, and sets the criteria and parameters of SBE. ‘This city is home to 70 per cent of the celebrities you see in the media every day,’ he says. ‘But it’s never really had a central heartbeat, like Manhattan or London. When I started this business eight years ago I looked at the world of design and LA was light years behind. I aimed to change that by bringing the right people here.’



Perhaps the most surprising aspect of Nazarian’s enterprise is that the key Right Person for him was Philippe Starck who was commissioned to generate the bulk of the ‘Nazarian look’. A curious choice perhaps – after all, Starck was firmly aligned with Ian Schrager and the Morgans hotels, and his brand of surreal wit can seem passé and over-familiar next to the likes of Marcel Wanders or Droog. ‘A lot of people questioned my choice of Starck,’ says Nazarian. ‘Many feel he’s over, but I think he’s just beginning. We’ve proven that with the SLS, XIV and Katsuya. We’ve given him the scope for much more creativity than he’s had in the past. A lot of those initial projects with Schrager were very low-budget.’

Starck’s SBE projects are anything but thrifty. The SLS hotel in Beverly Hills is intended to be the first in a chain to rival the Four Seasons, and its launch at the end of 2008 may well come to be seen as the moment that the Starck aesthetic passed from iconoclastic to modern classic.

Nazarian has cleverly forced function to dictate the way the SLS works. It’s not all about the lobby. There’s an outdoor living room richly furnished with oversized plant pots and couches that look like they’ve been designed for a Sun King in space. In a city of constant sunshine that lives outside as much as it does in, it’s a clever, flexible area; Aston Martin even launched the Rapide here last November. With its chic cabanas, the open-air rooftop pool sells the hotel on image alone. Guests aren’t elbowed out by twenty-something local hipsters in silly little hats. There isn’t a pool

‘scene’, it’s for residents only. Similarly, the indoor public spaces, while aggressively contemporary are also deeply serene – the non-stop late-1990s lobby party has been moved next door to José Andrés’ buzzing molecular gastronomy restaurant, The Bazaar, still the most financially successful restaurant, in terms of profit per square foot, in the States. While Nazarian’s stately XIV restaurant is designed to be a one-off, Katsuya has been conceived as a chain. Executive chef Katsuya Uechi’s involvement has brought gravitas to the cuisine, but the design is resolutely ‘by Starck’. These rooms are perhaps his finest interiors work to date: holistic, futurist zen-tinged spaces that make the idea of eating contemporary Japanese food exciting and glamorous.







Oversized plant pots and couches look like they’ve been designed for a Sun King in space. In a city of constant sunshine, it’s a clever, flexible area; Aston Martin even launched the Rapide here last November

You don’t feel assaulted by Alice in Wonderland kitsch or confused by the chairs, instead there are pared-down counter areas and a palette that is all-white. ‘We’ve created a brand by using the model of Nobu and then pushing the envelope,’ says Nazarian. More Nobu than Nobu? Maybe.

Nazarian is sticking with Starck, but not exclusively. A rocky economy necessitated a slowdown of expansion plans in 2009 and right now the focus is back on nightlife, but with a typical emphasis on all things visual – such as Industry for example, opened in March with an art deco-influenced interior designed to ‘capture the spirit of the exclusive Hamptons lifestyle’. Needless to say, SBE’s recent purchase of a new 13,000 sq ft nightclub located in Hollywood’s famed ‘Cahuenga Corridor’ has fired all sorts of imaginations.

Meanwhile, Nazarian still has the immensely successful Abbey bar in West Hollywood in his portfolio, continues to keep one foot in Las Vegas – where he owns the Sahara Hotel & Casino and spends at least one night a week – and remains involved in film production and real estate. New York predictably beckons, but he’s still looking for the right project. And of course, the ultimate goal remains to take his distinctively LA lifestyle product and to export it to the rest of the world. For, as we all know, a little bit of Hollywood can go a long way.

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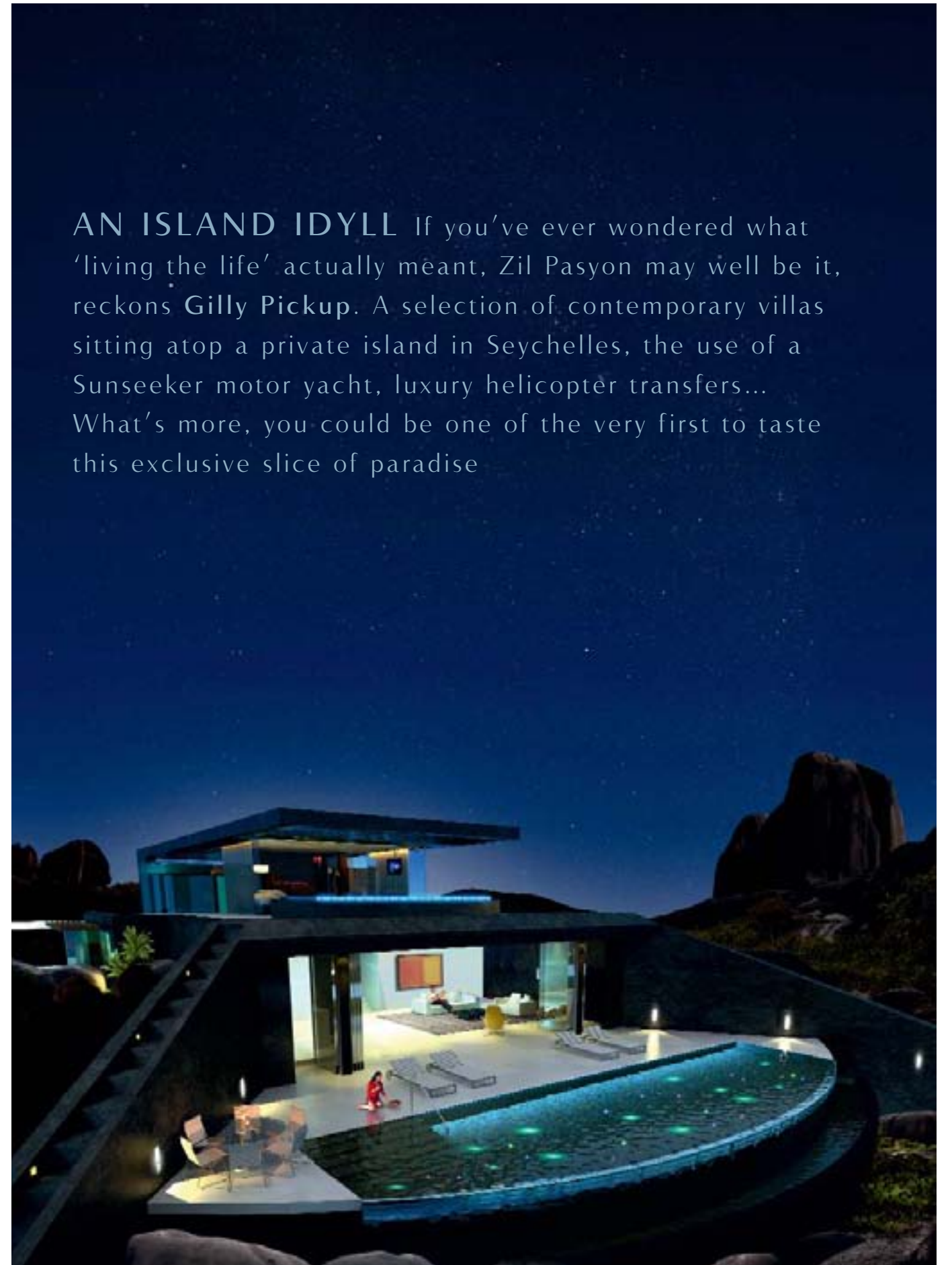
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prize draw

**AN ISLAND IDYLL** If you've ever wondered what 'living the life' actually meant, Zil Pasyon may well be it, reckons **Gilly Pickup**. A selection of contemporary villas sitting atop a private island in Seychelles, the use of a Sunseeker motor yacht, luxury helicopter transfers... What's more, you could be one of the very first to taste this exclusive slice of paradise



ISSUE 11/10

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Floating in the Indian Ocean a thousand miles from anywhere, are the islands of Seychelles – 115 of the oldest oceanic islands, and one of the world’s most beautiful and sought-after destinations. Way more than just another island group with sun that shines and palms that sway, this archipelago does ‘different’ rather well. Think jellyfish trees, black parrots, the planet’s heaviest tortoise and an eye-wateringly huge hoard of gold and jewels hidden by a notorious French pirate in the 1700s.

A first-of-its-kind, world-class lifestyle awaits the glossier visitor on the lush private island of Félicité, thanks to Zil Pasyon and Sunseeker Yachts Shared Ownership Programme. This cost-effective approach to luxury property and yacht ownership is a fabulous opportunity to enjoy all the rewards the Seychelles lifestyle has to offer.

Packing a glamorous punch, Zil Pasyon – Creole for ‘Island of Passion’ – is a clutch of sumptuous, visionary hilltop residences designed by award-winning British architect, Richard Hywel Evans. The result is a true taste of sybaritic island living in a surreal setting. When asked to describe Zil Pasyon as if it were a car, Evans declares, ‘It would be an enigmatic, classic, Grand Prix-winning model that makes the hairs stand up on your neck. And a hybrid!’

The ultra-chic villas are a Robinson-Crusoe-meets-Cartier sort of affair – futurism that melts seamlessly into the natural surroundings, respecting Seychelles’ commitment to minimal environmental impact. Every villa oozes wall-to-wall privacy, out of sight of your neighbour; the ultimate tropical romantic ideal. Evans explains that the idea was to create ‘stealth’ architecture that remains unseen from surrounding islands, camouflaged by the site’s natural materials. The villas merge into the landscape from the sea or air, with angled flank walls that mirror the ridges and angles of the rock. The largest villas, measuring 1,460 square metres, will be decorated in the edgy, minimalist style preferred by the coolest of financiers and the hippest of the glossy posse. Unique, quirky features include glass-bottomed swimming pools on terraces of the master bedroom suites that form the ceiling of the lounge, a clever idea that allows the sun to filter through the water creating a canopy of dappled light.

Until the 1970s, Félicité Island, all silk-fine sands and abundant vegetation in a dozen emerald greens, was a coconut plantation with a native population of around 50. Prior to that, in the late 19th century, the island was home to the colourful Sultan Abdullah of Perak, exiled there by the British after his men killed an English Government official. Records don’t show what he thought of life on the idyllic island retreat with its otherworldly appeal, but perhaps he passed his days by swimming in the aquamarine sea, picking fat, luscious mangoes from the trees, enjoying the extravagant views or maybe he simply relaxed by watching the antics of blue pigeons, drunk from eating over-ripe papaya (which often happens – it takes them a couple of days and large quantities of water to recover).



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Zil Pasyon and Sunseeker Seychelles are offering Aston Martin Magazine readers the opportunity to win a spectacular three-night stay at Zil Pasyon’s 5-star luxury resort, which opens early 2011 on Félicité Island, Seychelles. Immerse yourself in the tranquillity of island life with a combination of crystal blue seas, exotic flora and fauna and absolute seclusion.

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- > A day’s charter aboard a Sunseeker 43 Superhawk

The closing date is 14 June 2010

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Whatever he did during his time on this pinch-me-perfect island hideaway, it’s a shame he didn’t have the option of luxuriating in a sublime Zil Pasyon villa. Or, for that matter, pottering around the islands in his own British-built Sunseeker luxury yacht. Choices, matched in scale to the villa you choose to part-own, include the Manhattan 52, Manhattan 60, 80 Yacht and the 30 Metre Yacht – perhaps the most idyllic way to take in this Indian Ocean utopia, and the most secluded – as if your villa wasn’t remote enough. Additional Sunseeker Seychelles partnership initiative privileges include a helicopter landing pad, personal butler service and dedicated concierge services.

For today’s resident owners who can summon the energy, access to an internationally recognised spa brand, a water sports centre, PADI diving centre, infinity swimming pools, shops, gymnasium, yoga and meditation pavilions all come as standard. The world’s first natural rock wine cave is an exciting new feature on the island too. This cellar nestling in a natural rock façade will be the location for winetasting sessions and private dégustation dinners.

What’s more, in early 2011, Zil Pasyon will also be opening a 35-key 5-star villa Resort on Félicité, offering its unique brand of contemporary seclusion to holidaymakers and friends of neighbouring villa owners.

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**Further information: Zil Pasyon, Tel: +248 289 900, [www.zilpasyon.com](http://www.zilpasyon.com)  
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## SWITCH TO SPORT

Kevin Hackett takes to the demanding Alpine Course at Millbrook Proving Ground in Bedfordshire, where, based out of Aston Martin's purpose-built facility, engineers and testers have honed the new Adaptive Damping System especially for the DB9. Fit the option, switch to 'Sport', and enthusiastic drivers are immediately rewarded with a firmer, faster ride

Aston Martin is not a company that stands still and its policy of continuous refinement for all its models means that, behind the scenes, improvements are always being made – some subtle, others obvious to all – but they're never a case of change for change's sake.

It's often easy to take for granted the myriad recent technical advancements in car design but it's a fact that cars are safer, more refined and more efficient than ever before. Dynamic Stability Control (DSC), Electronic Brake-force Distribution (EBD) and, of course, Anti-lock Braking System (ABS), have all made driving high performance cars an experience that can be enjoyed by drivers with a wide range of experience and skill-sets, from complete novices to racing professionals.

From now on, DB9 owners will be hearing about yet another acronym: ADS, or Adaptive Damping System. Similar to the system already fitted to the DBS but tuned to suit the softer GT characteristics of the DB9, ADS is part of the new Premium Sports Pack option for 2010. Introduced in 2006, the DB9's Sports Pack originally lowered the car by 6mm and sharpened up its driving dynamics with lighter-weight wheels, stiffer springs, a revised anti-roll bar, uprated dampers and a load-bearing undertray. The world's motoring media loved it but it has now been totally superseded by ADS.



On the Alpine Course, where there is a continuously changing surface with occasional rumble strips on one side, the ADS-equipped DB9 takes everything in its stride, remaining unfazed by whatever this route can throw at it





I’ve come to the world-famous Millbrook Proving Ground in Bedfordshire, where Aston Martin runs its famed Performance Driving Course, to test the new system in a factory-fresh DB9 Volante. But first, in the name of science, I need to get reacquainted with the DB9 in its standard guise and it’s on Millbrook’s twisting handling course, mile-long straight, two-mile high-speed bowl and the infamous ‘Alpine’ route – a challenging, twisting road with adverse cambers, blind bends and hair-raising crests, that the first experiment is carried out.

The DB9’s behaviour is quite impeccable, no matter what the road conditions or speed. Surely the new Adaptive Damping System can’t improve on this – the DB9 is an accomplished GT car. Refined, exciting to drive, it’s always a joy but I’m eager to see just what advancements Aston Martin’s engineers have brought to the table so it’s time to swap cars.

There’s a telltale sign that this Volante features the new hardware and it’s not just the lovely five-spoke alloy wheels. Instead you need to look at the centre console where there’s a button displaying a shock-absorber icon. There are five damper settings available, adjusted by a central Adaptive Damping Electronic Control Unit (ECU), which takes readings from sensors placed around the car. These sensors not only take in information regarding the dynamic conditions being experienced but interpret the demands the driver is making at any given time. The ECU takes those measurements and adjusts the dampers to maximise contact with the road surface – either stiffening them up or softening them independently.

The driver has the choice between two of the five damper settings: ‘Normal’ or ‘Sport’ mode (via that new button) and the car’s default setting when the ignition is activated is ‘Normal’. However, even in this mode, ADS continually adjusts the dampers between its five settings, optimising body control at all times. As I head out onto Millbrook’s various courses again,

I immediately feel a difference. Initially hard to define, this appears even more refined and composed – is it my imagination? The conventionally sprung DB9 impressed with its ability to smooth-out imperfections in the road surface and retain composure during emergency braking but with ADS it’s in another league altogether.

There’s less body movement during acceleration and braking, particularly when executing an emergency stop at 130mph on the high-speed bowl. On the Alpine course where there is a continuously changing surface with occasional rumble strips on one side to test a car’s ability to adapt to road alterations, the ADS-equipped DB9 takes everything in its stride and remains unfazed by whatever this route can throw at it.

Activating ‘Sport’ mode on the high-speed bowl, it’s obviously a firmer ride. Yet even with the driver opting for the stiffest ‘Sport’ setting, the ECU continually monitors the driving conditions – as well as the demands the driver makes from the car – and adjusts the damper settings accordingly. If a wheel hits a bump mid-corner, for example, then the ECU automatically softens that particular damper, allowing the wheel to travel and soak-up the force of the impact. Similarly, even in the ‘Normal’ setting, sudden rapid manoeuvres (such as in an emergency situation) result in the dampers automatically stiffening for improved handling. What this does is maximise control at all times, which ultimately puts less stress on car and driver alike.

It’s a truly brilliant advancement in the DB9’s design. It does nothing to tarnish its reputation as a fine, comfortable GT car – in fact, if anything, ADS enhances it. And when you consider that the system adjusts to the data received from the car’s various sensors in a fraction of a second, it’s reassuring to know that the DB9 is always one step ahead, keeping everything in check. With ADS, the DB9 can truly claim to be all things to all drivers.



PERFORMANCE DRIVER

Aston Martin has its own dedicated centre at Millbrook, where the company’s Performance Driving Courses (PDCs) are held. The man in charge is professional instructor Les Goble: ‘The courses are primarily designed for customers about to take delivery of their cars,’ explains Les. ‘Courses can be taken in the same model and transmission type as the car they have ordered. But the main point of the course is for customers to become better acquainted with the capabilities of the cars they will own.’

With professional one-to-one tutorage from the small team of hand-picked experts, it’s not only a highly informative day but also a lot of fun. ‘We can demonstrate the active safety systems fitted to the cars as well as the basics of performance driving in complete safety,’ says Les. ‘The course even includes exercises relating to ADS, too. There’s never any oncoming traffic to contend with and it’s liberating to be able to drive a new Aston Martin at high speed without breaking any laws.’

For more information, visit [www.astonmartindrivingexperiences.com](http://www.astonmartindrivingexperiences.com)





LEFT: Seersucker SB jacket by Pringle; waistcoat and trousers by Canali; shirt by Richard James; Reverso Squadra watch in steel by Jaeger-LeCoultre.

BELOW: Mauricio wears linen jacket by Brioni; linen shirt by Versace; linen trousers by Missoni; suede belt by Canali; Reverso Squadra watch in steel by Jaeger-LeCoultre. Veronica wears asymmetric dress by Missoni; jacket by Jaeger; gold double-layer link necklace, gold link necklace, gold chain-link bracelet, pink leather bracelet, leather flat-pebble bracelet, grey stone spot ring and gold and jade ring all by Tateossian; Reverso Duetto watch in pink gold by Jaeger-LeCoultre; bag by Anya Hindmarch.



# SPRING IN YOUR STEP

We take a leisurely stroll through the squares and sidewalks of Valencia's Old Town, showcasing this season's coolest casuals – versatile classics spanning every occasion and every condition, mixed seamlessly with on-trend neutrals and muted tones





ABOVE: Mauricio wears cardigan and scarf both by Missoni; pink shirt by Richard James; trousers by Versace; Reverso Squadra watch in steel by Jaeger-LeCoultre. Veronica wears sequined tank top and dhoti trousers both by Jaeger; woven scarf by Missoni; gold bangles by Angie Gooderham; gold chain-link bracelet and pink leather bracelet both by Tateossian; Master Compressor watch in steel and Reverso Duetto watch in pink gold both by Jaeger-LeCoultre; sunglasses by Balenciaga; croco bag by Salvatore Ferragamo.



ABOVE: Mauricio wears suit by Versace; sweater by Missoni; scarf by Canali; shoes by John Lobb; Aviator sunglasses by Dior Homme. Veronica wears long dress, khaki jacket and belt all by Aquascutum; gladiator sandals by Rupert Sanderson, gold bangles by Angie Gooderham; gold link necklace worn as bracelet by Tateossian; Reverso Duetto watch in pink gold by Jaeger-LeCoultre.





ABOVE: Suit by Paul Smith; sweater by Missoni; shirt by Richard James; TravelTec watch in steel by Carl F Bucherer.

RIGHT: Mauricio wears jacket by Brioni; shirt by Richard James; TravelTec watch in steel by Carl F Bucherer. Veronica wears dress by Aquascutum; pebble bracelet, stone bangle and stone grey-spot ring all by Tateossian; Reverso Duetto watch in pink gold by Jaeger-LeCoultre.





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## ADVENTURES IN VICUNA

A truck hurtles through the desert on a rough track, sending up a cloud of dust visible for miles around. Armed outriders travel alongside in case the convoy attracts unwanted attention. What, asks **Avril Groom**, could possibly be on board in this lonely place – gold perhaps, or diamonds? The answer is something almost as rare but more surprising: baby cashmere yarn

Baby cashmere yarn is one of the ultimates in knitwear terms, and even getting hold of it is no mean feat. Upscale Italian company Loro Piana, which has pioneered the use of this delicate, cloud-soft yarn, regularly sends its agents into the Gobi Desert of Outer Mongolia, looking for the nomads who herd the goats and who range over a vast area. They usually track them down after about five days and then set up a camp where they assess the yarn's quality and slowly negotiate a price, even before the cashmere can begin its long journey, physically and in time terms, back to Italy to be processed to the highest standards.

For anyone wondering why something that is essentially wool should be so expensive, this is the start of the answer. Those other aristocrats of the yarn world, vicuna and alpaca, come in the same category. Vicuna, from the Andes mountains, were an endangered species until recently, and it is only due to the time- and money-consuming conservation efforts of yarn firms like Loro Piana, Agnola and Ermenegildo Zegna that their numbers are now recovering, from a low of about 5,000 in the 1960s to an estimated 150,000. Such is the demand for this ultra-fine fibre – the finest and best for temperature-regulation of all – that there is no chance of increased production meaning lower prices. The companies involved expect it to rise over the years, as more people become familiar with it and want to enjoy its special qualities. At the moment, the total production of vicuna fibre is some 5,000 kilograms per year – compare that with 10 million kilograms of cashmere, still relatively rare, and 500 million kilograms for ordinary wool.





Vicuna’s unparalleled comfort and temperature regulation in wear earmark it exclusively for made-to-measure suits, and it is offered only to 25 master tailors worldwide

For all these products there are different quality levels and getting the best is never less than exacting and investment-heavy. Sergio Loro Piana, co-CEO of the family company with his brother Pier Luigi, puts it succinctly. ‘There is cashmere and cashmere,’ he says. ‘Think of Chateau d’Yquem and what it takes to produce that compared with ordinary Sauternes.’ So although there is plenty of good ordinary cashmere available, mostly grown and processed in China, the very best comes from remote areas of Inner and Outer Mongolia, where an extreme climate – very cold in winter, hot and parched in summer – encourages the goats to produce longer and finer fibres. Similarly, the best vicuna comes from animals living at between 4,000 and 6,000 metres near the top of the Andes, the rugged height at which the Peruvian government, in conjunction with firms including Loro Piana and Zegna, have established a reserve. ‘These are the only places where the climate is right to produce the best, in the case of cashmere that is fibres between 30 and 43mm in length and between 13.5 and 16.5 microns thick [a micron is one thousandth of a millimetre],’ says Loro Piana. ‘Even if you could raise the goats in more accessible places you wouldn’t get the quality.’

Producing animals that give the best yarn is itself a lengthy and expensive process. It took 10 years to persuade the Mongolian goatherds that doing an initial comb of their goats at under a year old would be advantageous for them. The crop is tiny – only about 30 grams per goat, and it takes the combings from 19 goats to make one sweater. But the rewards make it worthwhile. The final retail price of a baby cashmere sweater is over £700 and the proportion that goes to the herder is correspondingly high. Prices are negotiated according to a traditional ritual – Loro Piana has set up companies in Mongolia, and also Peru to deal with vicuna, staffed by people familiar with the local culture, which is always respected. The whole process is explained, and

beautifully photographed, in the book *Baby Cashmere: The Long Journey of Excellence*, which charts the company’s struggle to get the best yarn in a beautiful but inhospitable environment. Loro Piana has also opened its own de-hairing plant in Mongolia so the first, crucial part of the processing is done on-site and to their own standards.

For vicuna, which is even finer than cashmere at about 12 microns, firms including Zegna and Loro Piana have been working since 1994 with the International Vicuna Consortium, which includes herders in about 300 Andean villages, to ensure that the animals are shorn correctly and not harmed. This means taking only the golden back fleece, over three centimetres long, leaving the animal still protected from one of the world’s harshest climates. In the past many were poached and killed to take the fleece quickly, or left to die after drastic shearing. Done correctly, the yield from each is only 250 grams every two years, which, for Zegna’s best superfine vicuna worsted, comes down to 120 grams once cleaned and processed. Its ultimate fineness and lightness – its thread count is 100,000, meaning that 100 kilometres of yarn can be spun from one kilogram of fibre – and its unparalleled comfort and temperature regulation in wear earmark it exclusively for made-to-measure suits, and it is offered only to 25 master tailors worldwide. Vicuna fibre is currently worth about \$1,000 per kilogram, about six times the value of cashmere.

The Loro Pianas’ reserve, named after their father, was established two years ago to study the animals and eventually lead to better breeding and higher standards. Trials there are being mirrored in an area of Argentina, where another reserve may be set up. For another factor adding to the cost

of your cashmere or vicuna is the intensive experimentation such firms practise. Loro Piana mixes vicuna with other high-twist natural fibres to make outdoor sporting wear and combines cashmere with other natural fibres for high performance, such as two threads of super-fine merino wool with a filament of the world’s finest silk. It also mixes baby cashmere with chinchilla fibre for an even softer finish. Meanwhile, Zegna this year celebrates its centenary with the Centennial Vellus Aureum, a few suit lengths made from the trophy-winning, finest-ever merino wool which averages 11.1 microns. Agnona, another very top-end firm within the Zegna group, has its White Cashmere project, using only the finest white-coloured fibres to make items in everything from knitwear to double jersey, and offers a super-exclusive made-to-measure service at its Milan boutique.

Zegna has introduced Oasi Cashmere, named after the ecological ‘oasis’ set up by the firm’s founder three generations ago around his factories in northern Italy. This features entirely vegetable dyes and non-polluting methods – all the firms at this level go to great green lengths such as water purifying and, as far as possible, using only natural fibres even for technological garments. All emphasise that natural fibres decompose quickly and are much less polluting than man-made versions. Sophisticated modern customers increasingly consider such factors, and whether items originating in remote lands benefit communities there. The top cashmere and vicuna brands are very proud of their record in this but, as Loro Piana, points out, ‘We do it because it makes good business sense and benefits everyone in the equation.’ But such care costs – yet another reason why the rarest and most luxurious of yarns will always be reassuringly expensive.



The very best comes from remote areas of Inner and Outer Mongolia, where an extreme climate – very cold in winter, hot and parched in summer – encourages the goats to produce longer and finer fibres



## CUTTING A DASH

The Cygnet, Aston Martin's luxurious new city car, is a genuinely novel means of tackling the urban environment – a differentiated hybrid without compromise. And as **Jonathan Bell** explains, its styling, inside and out, is entirely tailored to you and your lifestyle

The modern city-dweller has myriad ways of cutting a sartorial dash in the urban environment. The fashion centres of Europe are alive with individualism, the spirited expression of personality through form, colour, material and design. What happens on the sidewalks, trottoirs and pavimentazioni of Europe is decided by the names, brands and labels that have shaped fashion for generations, pushing the boundaries of innovation for those who demand it.

The roads are a very different matter. To date, bespoke automobiles make little concession to the city, offering up either power and performance or scale and status, qualities that soon wear thin when they are inserted into the unyielding and fettered scale of the cityscape. While mass-market alternatives offer far more practicality, they do so at the expense of individuality, threatening to reduce the streets to a line-up of near identical options.

Aston Martin believes it has the answer, an individually tailored vehicle that brings together the very latest automotive technology and Aston Martin's acclaimed design ability and craft skills. The Cygnet is a luxury commuter car, an individual design statement that is also the perfect way of slipping easily and unobtrusively into the city. The Cygnet has incredibly low emissions and excellent fuel consumption, with a highly engineered platform that has been designed for the future integration of an electric propulsion system.







‘Sometimes people wear street fashion to blend in, sometimes they wear a suit to be corporate. But when you go in the city you want to wear something cool that looks just right in that environment. This is what the Cygnet does’



The Cygnet is based on the Toyota iQ, the project that marked a major shift in the development of small car engineering, and shares its mechanical underpinnings with this acclaimed machine. Throughout the iQ programme, key mechanical components were refined, compressed and re-engineered, giving the car exceptional interior space for its size. As a result of this flexible packaging, the Aston Martin Cygnet can be configured as a 2+2 for short journeys or a more spacious 3-seater or even a 2-seater with sizeable luggage space.

Together, the highly skilled workforce at Aston Martin’s Gaydon factory has literally hundreds of years’ experience of craft-based manufacture. The Cygnet is assembled at Gaydon, giving customers the opportunity to exploit these skills to the full, just as they can with Aston Martin’s range of luxury sports cars. From the hand-crafted metal trim that embellishes the compact bodywork to the wide range of coloured leather and varieties of wood that can be specified to transform the Cygnet’s interior into a precise manifestation of a customer’s desires. Each and every Cygnet will be unique, personalised to match the owner’s specification, be it a signature colour and trim combination, or even a historic Aston Martin colour.

Inside the Cygnet, every detail has been carefully considered, from the rich blend of hand-stitched leather, Alcantara and aluminium to the satellite navigation system that renders the city landscape with precision, allowing you to slot the Cygnet through the tightest of spaces, right into the heart of the action.

Aston Martin’s Director of Design, Marek Reichman, oversaw the transformation of the base iQ into the Cygnet, with its new bodywork and entirely revised interior. For Reichman, the Cygnet illustrates a solution to a perennial problem; what to ‘wear’ on the roads when an Aston Martin

sports car might not be suitable. ‘Sometimes people wear street fashion to blend in, sometimes they wear a suit to be corporate,’ he explains, ‘but when you go in the city you want to wear something cool that looks just right in that environment. This is what the Cygnet does.’

This is a small car with heart, a genuine solution for improving future mobility and a car with the same quality, detailing and tactile delight as its high-performance siblings. According to Dr Ulrich Bez, Aston Martin Chief Executive Officer, the Cygnet affirms the Aston Martin customer’s desire for difference and innovation. ‘Many of our customers need a small car for urban and city use,’ says Dr Bez, ‘so the Cygnet allows them to complement their existing sports car without compromising intelligence and artistry. It represents the natural choice for those customers looking for a premium commuter car.’

The Cygnet offers a unique and highly individual way of interacting with the city, not least engaging with urban spaces that might be unappealing or impractical (or legally impossible) to tackle with a larger car. ‘Of course, the past, the future and the backbone of Aston Martin will always remain the sports car,’ says Dr Bez, ‘but the Cygnet will support our sporting products by offering our customers a greater degree of freedom in the urban context. It is a special car, a premium package with heart and soul.’ As a supplementary vehicle, the Cygnet excels, a smart suit for the motorised flâneur, an emotionally engaging answer to the city of the future.





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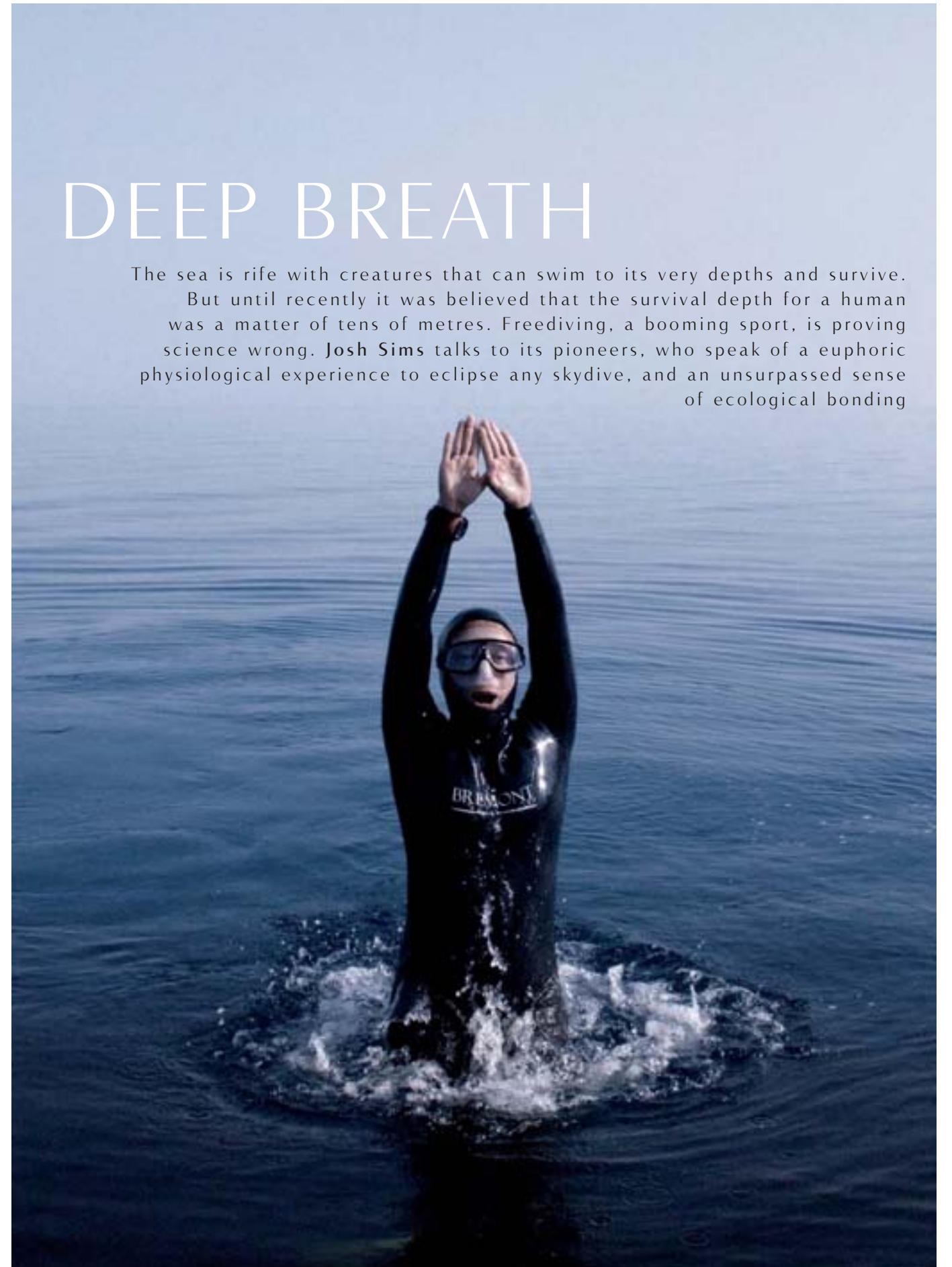
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# DEEP BREATH

The sea is rife with creatures that can swim to its very depths and survive.

But until recently it was believed that the survival depth for a human was a matter of tens of metres. Freediving, a booming sport, is proving science wrong. Josh Sims talks to its pioneers, who speak of a euphoric physiological experience to eclipse any skydive, and an unsurpassed sense of ecological bonding







When Sara Campbell found herself at 96 metres below the surface of the Atlantic last year, she was gripped by neither fear nor excitement. ‘You enter a kind of trance-like state in which time doesn’t have any relevance. It may sound New Agey, but you’re in the moment. Rather than an out of body experience, it’s more a very in-body one,’ she says.

What is more remarkable is that Campbell was there without oxygen, other than that with which, back up at the surface two minutes away, she had filled her lungs – these now squashed to the size of fists. If that is not too off-putting, plunge into the sport of freediving – swimming as deeply as possible on a single gulp of air, also known as ‘competitive apnea’.

‘Everything is carefully planned – you don’t play anything by ear because there’s a good chance you won’t make it back if you do,’ Campbell adds. ‘And, of course, it is exciting and scary but both feelings trigger adrenaline, and adrenaline is bad in this situation. And yet the result really is a deeply spiritual experience. Freediving is mostly mental.’

In more ways than one perhaps. Back above water, Campbell went through what is known in the sport as ‘surface protocol’ – a series of ordered tasks, including removing one’s mask, giving an OK signal and holding eye contact with the judge for 30 seconds – to demonstrate that she was not suffering from LMC, Loss of Motor Control, known to the pros as ‘samba’ for the involuntary, jerky motion that can be induced. And while the 38-year-old did not come back with either sponges or pearls –as with the tradition of deep diving off Korea and Japan that dates back 2000 years – she did pick up a spot in the record books: the deepest ‘constant weight’ freedive (no mechanical assistance, with the same weight carried down as up) by a woman.

The greatest world record in this discipline – one of six depth disciplines now officially recognised – is even more astounding: 122m down, set last summer. ‘But freediving is not as dangerous as it might sound. Yes, I’ve had to rescue others and been rescued myself – and we’d be dead if we hadn’t have been and if the correct safety procedures were not in place, as they must be,’ argues Mark Harris, founder of London Freediving, freediving teacher and 2009 men’s UK champion. ‘But freedivers aren’t special people – they’re well trained. There are sometimes cellular advantages – some bodies conserve oxygen better than others [Campbell’s lungs, for example, are some 25 per cent bigger than is typical for her stature]. But mostly success is a matter of control – the ability to overcome the urge to breathe.’

That urge is, for obvious reasons, deeply ingrained. Humans benefit from the mammalian dive reflex, which slows the heart rate down – to as little as nine beats per minute for seasoned divers – and diverts blood away from the limbs and to the core functions of heart, lungs and brain as soon as we go underwater. But for most people an average of one minute is all they can sustain.

‘And if I just did a five-minute hold now I’d be pretty disappointed,’ says Harris – the world record while static is just over ten minutes. Preparation is key before any dive: slow and deep abdominal breathing – as babies instinctively breathe, but as most adults have lost the habit of doing – which helps to oxygenate the blood and calm the mind. And it is in there where the make or break moment comes: most freedivers practice various distraction methods, creative visualisation techniques and sensory feedback monitoring – checking for tunnel vision or ringing in the ears, for example, which are indicative of potential blackout.

Humans benefit from the mammalian dive reflex, which slows the heart rate down – to as little as nine beats per minute for seasoned divers – and diverts blood away from the limbs and to the core functions as soon as we go underwater

Indeed, while blackouts can happen, it is telling that the only notable deaths in the sport over recent years have been prompted by mechanical failure – in a freediving discipline that involves being pulled down as deep as is sustainable by a weighted sled and which, on release of gases, then pulls the diver to the surface, a distance that can not be covered unaided. More tellingly, despite the seeming dangers – and it should be stressed that freediving always requires expert training and supervision – interest is in the ascendant. The popularity of extreme sports has helped. Freediving appeals to those seeking a quieter, more intimate study of marine life, since there is no bulky equipment to scare it off. The sport has also become better organised and certificated over the last five years with new training schools opening apace. Hotels in exotic locations have even now launched training sessions for guests, as Amayara in Turks and Caicos is doing from this spring.

‘There have always been people who have snorkelled a bit further than other people, and freediving appeals to them,’ suggests Sam Kirby, chair of the British Freediving Association. Beginners can advance quickly, she adds – a weekend training can get you down to 15 metres and holding breath for two minutes. Science too is now taking an interest in both its effects – it has been suggested that a massive dopamine release occurs on deeper dives – and the physiology. On that, science has had to revise its understanding: until the 1960s it believed that much beyond a 40m dive was impossible, since the lungs would collapse.

‘We’re getting now to the point where world records are very tight,’ says Kirby. ‘But you think we’re at human limits and then someone goes and breaks them. And it’s likely to be an understanding of the science of freediving that will provide the next leaps forward.’





Or down. Certainly, some argue that the skills developed in freediving are as applicable out of the water as under it. Professor Umberto Pelizzari, one of the all-time freediving greats and author of *The Breath in Freediving* (published in English this summer), compares a mastery of the breathing techniques as within the tradition of yogic meditation, notably Shaolin monks, who have practiced similar techniques for three millennia. He teaches it to other sports people, professional cyclists notably, but sees it as having more routine application for a stressed-out society too.

‘Breathing centres you completely for your dive, provides relaxation and concentration. It’s at the heart of learning to control yourself and your body’s primordial drive to take in air,’ he says. ‘I’m no yogi, but I know it can help centre you in daily life, even in such mundane situations as being stuck in a traffic jam.’

As much as the M25 can be challenging, it lacks the adventure of the skill’s use underwater, he concedes. That is where human mind and body alike are really tested. ‘Freediving is so full of big personalities, it really should be much better known – and when it gets the right outlet it will be huge,’ says Grant Graves, vice president of the International Association for the Development of Apnea, and the film-maker behind *Sink Faze*, an award-winning documentary currently on the festival circuit. ‘Most people think freedivers are nuts – until they try it. Because if scuba-diving is a transformative experience, freediving is a transformative experience on steroids.’



**Further information**  
[www.apnea-academy.com](http://www.apnea-academy.com)  
[www.aida-international.org](http://www.aida-international.org)  
[www.britishfreediving.org](http://www.britishfreediving.org)  
[www.umbertopelizzari.com](http://www.umbertopelizzari.com)

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TAG HEUER AQUARACER

Tag Heuer's reputation for affordable, stylish sports watches is bulletproof – but what many fail to appreciate is this brand's 150-year history of technical excellence. The Aquaracer (£1,595) has a chunky case water-resistant down to 500 metres, and – for those working in pressurised diving bells – a valve that allows helium to escape during re-ascent, preventing the crystal from 'popping'. [www.tagheuer.com](http://www.tagheuer.com)

BELL & ROSS BR-02 INSTRUMENT

Bell & Ross's utilitarian offering has long made it the darling of designers, architects and fashionistas the world over. But its origins are purely professional, with bomb disposal squads, fighter pilots and, yes, deep-sea divers all subscribing to this French brand's ease of use under extreme conditions. This BR-02, finished in a cool glass-bead-blasted black (£4,300) is no exception. [www.bellross.com](http://www.bellross.com)

# DIVE TIME

As **Josh Sims** reveals from page 61, diving is as much a scientific discipline as a spiritual one – and no self-respecting diver would be caught without a decent timing instrument strapped over their wetsuit. Of course, there are plenty of digital devices on the market, but for failsafe reassurance – not to mention an expression of sheer élan – why choose anything other than a precision-engineered analogue diver's watch?

JAEGER-LECOULTRE NAVY SEALS

It's been a hyperactive year for Jaeger-LeCoultre, with a host of new complications threatening to upstage the many quieter evolutions of this marque's portfolio. And it doesn't get much stealthier than this Master Compressor Diving Alarm (£8,330). A genuine professional instrument, it has been created in partnership with the US Navy's elite SEALs team. [www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)

PANERAI LUMINOR 1950 CERAMICA

Jaeger-LeCoultre may make the US Navy SEALs watch, but Panerai's very origins lie in the instruments it made for the Italian Navy's crack frogmen from as far back as the 1930s. And that classic, chunky 'cushion' shape has made Panerai a cult brand ever since. The case on this new 10-day Luminor (from £12,000) is made of tough zirconium oxide ceramic. [www.panerai.com](http://www.panerai.com)

TECHNOMARINE CRUISE SPORT

Set to make a splash in upmarket resorts across the globe this summer, TechnoMarine's Cruise Sport (from approx £220) is a typically on-trend and 'just luxurious enough' watch for those striking out for the beach. Cruise has been a brand pillar since it hit the scene in 1997, its flirty designs the first to mix diamonds with plastic. [www.technomarine.com](http://www.technomarine.com)

RICHARD MILLE RM025

At £403,000, you might be tempted to leave this one in the safe, but since 2000 Richard Mille has made self-branded watches with nothing but performance in mind. His no-compromise approach to engineering, inspired by the technology and aesthetics of Formula 1, translates to the depths with the RM025, his first round watch (anything other than a circular case is currently impossible to waterproof). [www.richardmille.com](http://www.richardmille.com)

BREMONT SUPERMARINE DESCENT

Just as Richard Mille has switched successfully from the pitlanes to the depths with the RM025, so the youthful aviator brand Bremont touches down on the water with the Supermarine diving watch (£3,195), tested by freediver Sara Campbell and named in tribute to Bremont's British founders' love of the iconic seaplane manufacturer. This all-black 'Descent' edition is limited to 407 – the top speed achieved by George Stainforth in 1931 in the Supermarine S6B. [www.bremont.com](http://www.bremont.com)







# YOURS TO RACE

Saturday 22 May sees Bonhams return to Works Service in Newport Pagnell for the 11th year in succession, to stage the 2010 sale dedicated to Aston Martin and Lagonda motor cars, parts, automobilia and ephemera. **Simon de Burton** looks forward to another stellar line-up, headed by an iconic, ‘ready to race’ DB2 Team car

As we’ve come to expect from the past decade of exuberant Bonhams auctions at Aston Martin Works Service, over 40 cars will be on offer at this year’s event, with lots still being consigned as the Magazine went to press. Always a favourite in the enthusiast’s diary worldwide, the Bonhams sale in 2010 starts a busy week of proceedings for the AMOC’s 75th Anniversary Celebrations, which you can read about overleaf.

Interestingly, the undisputed star of the event in May will be the famous Aston Martin DB2 Team Car ‘VMF 65’, which boasts a remarkable racing history at the hands of some of the world’s greatest drivers including Stirling Moss, Peter Collins, Roy Salvadori, George Abecassis and Eric Thompson. The car, appropriately finished in its original British Racing Green, was built in 1950 to contest that year’s Le Mans 24-Hours endurance race and was one of a team of three DB2 Coupes representing the marque.

Back in the 1950s, it was commonplace for competing cars to be driven to the race, ostensibly to ‘run in’ the engines. On this occasion, however, VMF 65 was overturned en route to the circuit after its driver, Jack Fairman, missed a corner on a French country road. Having been left too badly damaged to compete at Le Mans, it made its debut several weeks later in the Daily Express one hour race at Silverstone with Eric Thompson at the wheel.

It was just the first of numerous events that the car took part in during the following five years – these included the Ulster TT, the celebrated Shelsley Walsh hill-climb and the MCC 1,000-Mile Rally in which it was crewed by Stirling Moss and Lance Macklin. It was also raced in the British Empire trophy race at Douglas, Isle of Man, by Abecassis and, in the hands of privateer owner Rob Walker, it claimed a string of victories in speed trials at Ramsgate, Tarrant Hinton, Weathersfield and Gosport.

Walker sold the car in 1966 and its subsequent owner loaned it to the Le Mans Museum where it was displayed until 1979 before being acquired by its former works driver, Eric Thompson. Since 1998 it has been in the family of the late Robert Leyba, former chairman of the German section of the Aston Martin Owner’s Club who also owned two other DB2 works cars, VMF 63 and XMC 76. The car remains largely original and, as ever, is ‘ready to race’ in a whole range of historic events from the Mille Miglia to the Le Mans Classic. The pre-sale estimate is £380,000–440,000.

Other cars to get your paddle twitching at the Bonhams sale include a 1968 DB6 barn find and a 1987 V8 Vantage Zagato. Highlight of the automobilia section, meanwhile, is a remarkable collection built-up over decades by the late Alan Archer, former archivist of the Aston Martin Owner’s Club (AMOC).

*Full details from the Bonhams motoring department on +44 (0) 20 7468 5801 or visit [www.bonhams.com](http://www.bonhams.com)*



## MAKE A DAY OF IT

Aston Martin Works Service will once again stage its popular ‘Premier Lunch’ VIP package on sale day, for those of you who would like that extra little bit of luxury on the day. A limited number of tickets are available on a first come, first served basis. Priced at £160 per person, each ticket entitles the holder to a complimentary sale catalogue, reserved VIP parking, reserved auction seating, a bespoke enamel access badge, refreshments on arrival, a two-course lunch and further refreshments in the afternoon.



To make a reservation, contact Wendy Harrison-Drake at Works Service on +44 (0)1908 619239 or email [wharri64@astonmartin.com](mailto:wharri64@astonmartin.com)



## A word from the Works

You’ll see that the Works Service and Parts Operations pages for this issue of Aston Martin Magazine are topped and tailed by two personalisation stories: one on ‘Works Tailored’, which we launched at March’s Geneva International Motor Show with a spectacular DB9 and Rapide showcase, and another about the many exciting wheel options currently available through Works Service and your Aston Martin dealer.

Both services offer fantastic opportunities for new and existing owners to change the look of their car, and both reflect the increasing number of enquiries into individualism that we’re experiencing here at Works Service. The sheer variety of customer ‘tailoring’ currently leaving our doors is remarkable – from bespoke carpet to embroidered trims – so it was only a matter of time before we started offering the opportunity across the board. Of course, this is only possible thanks to the comprehensive range of options becoming available through Parts Operations in Wolverton Mill.

It has been a particularly bad winter for motorists here in Europe, but garage doors are being thrown open once again, and our Heritage and Servicing departments are busier than ever. The new season is heralded by the Aston Martin Owners Club’s 75th anniversary this year, which is being celebrated globally with a hyperactive calendar of commemorative events. It all kicks off on 22 May with the 11th annual Aston Martin auction, hosted by Bonhams at Works Service in Newport Pagnell, whose early consignments already promise a great event. What’s more, places are still available for our popular Premier Luncheon, which has new caterers this year.

The 75th celebrations continue apace that Sunday 23 May, when we greatly look forward to supporting AMOC’s Spring Concours at Blenheim Palace in Oxfordshire. Works Service and Parts Operations will be selling heritage prints and Aston Martin Collection goods from a shop, while General Manager Arthur Sinclair will award the Works Service and Parts Operations Spring Concours Trophy to the best Gaydon Class owner of the day. AMOC are aiming to muster a record number of Aston Martins at Blenheim, so competition should be fierce!

For now, I wish you happy reading and enjoyable motoring.

*Kingsley*

Kingsley Riding-Felce  
Director of Works Service & Parts Operations



# WORKS LIFE

## FROM A3 TO ONE-77

Chairman of the Aston Martin Heritage Trust, Roger Carey reports from another packed Walter Hayes Lecture, where Members were treated to an evening of polar extremes in Aston Martin’s chronology: the 86-year-old A3 and brand-new One-77 supercar



On 13 January, within the splendid portals of the RAC Club in central London, a sell-out attendance at the annual Walter Hayes Lecture staged by the Aston Martin Heritage Trust heard Chris Porritt, Chief Platform Manager give an excellently prepared talk on the development of One-77 – the 220mph-plus, strictly limited-edition supercar project currently underway at Gaydon. Chris left everyone in no doubt that the first million pounds on their lottery winnings would undoubtedly end up in the form of one of these dazzling motor cars.

During the course of a most enjoyable evening, Members and their guests paid tribute to Walter Hayes, Founder Chairman of the Trust, whose extraordinary career embraced journalism – he was Editor of the *Sunday Dispatch* – before joining Ford as PR Manager, progressing through the ranks to become Vice President of Ford Europe by the time of his retirement. He was widely credited with creating the massive brand awareness that is Ford today and of making the Cosworth racing engine famously successful in Formula One. Walter had a keen sense of the value of heritage in business and when he became Chairman of Aston Martin after its acquisition by Ford in 1990 modestly described himself as, ‘Keeper of the sacred flame that is Aston Martin.’

Members and guests arriving at the RAC were greeted by the sight of ‘A3’, the oldest Aston Martin in the world, recently restored by Ecurie Bertelli to resplendent former glory. It was proudly displayed by the Trust in the club’s Rotunda and looked absolutely magnificent. The Trust remains hugely indebted to the major Aston Martin collector whose generosity made the restoration possible.

## PRINTS CHARMING

An exclusive new range of strictly limited-edition prints drawn from Aston Martin’s archive celebrates a rich heritage of manufacturing and racing

Fans of the golden ‘DB era’ of Aston Martin can now buy a range of photographs, technical drawings and advertisements, all of which form part of the Heritage Art range. Works include individually numbered technical drawings of the DB4 and DB5 signed by former Chief Engineer Harold Beach, plus original factory publicity images. Particular favourites include a beautiful view of a DB5 parked outside London’s Hilton. A thrilling black-and-white shot of a DB4 entitled *Thunder Through the Woods* by the celebrated automotive photographer Louis Klemantaski is also available. The Heritage Art range is limited to editions of 25, 50 or 75 pieces depending on the work. All prints are individually numbered, printed

on specially selected archive-quality acid-free paper and include a Certificate of Authenticity signed by Kingsley Riding-Felce, Director of Aston Martin Works Service and Parts Operations. Prices range from £97.50 each for historic advertisements (29 x 42cm) to £196.50 for photographs and technical drawings (59 x 84cm). AMOC and AMHT Members are eligible for a 15 per cent discount, carriage and packing is priced at £7.50, and all prices exclude VAT and local taxes where applicable.

For availability and ordering information please contact +44 (0)1908 305530 [amh@astonmartin.com](mailto:amh@astonmartin.com) or visit [www.astonmartin.com/heritage](http://www.astonmartin.com/heritage)



## HAROLD BEACH

The talented former Aston Martin Chief Designer, Chief Engineer and Technical Director Harold Beach died on 24 January at the age of 96. Beach is best known as the father of Aston Martin’s seminal DB4 grand-tourer, which later evolved into the iconic DB5.

Born in Acton, west London in 1913, Beach began his career as an apprentice at Rolls-Royce coachbuilder Barker in London, moving quickly to the drawing office. The then-Viscount Curzon, later Earl Howe, was a director of Barker and used its premises to prepare his racing cars. A spell with engine builder William Beardmore and James Ridlington followed, then to Garner Straussler, where Beach helped develop the floating Sherman DD tank involved so successfully in the D-Day landings.



In September 1950, three years after he was married and keen to be once more involved with cars, Beach obtained a position as a design draughtsman with David Brown Tractors, fully aware that its owner had recently acquired both Aston Martin and Lagonda. Beach immediately started working on the DB2’s successor, the DB2/4, and two new installations of the DB Mark III and DB3. Promoted to Chief Engineer in 1956, he was charged with overall responsibility for the new DB4. His new rigid chassis was designed to accept Touring of Milan’s beautifully penned ‘Superleggera’ bodywork of light metal tubing and aluminium panels. Divide the 98in wheelbase of the DB4 by the 60.5in bonnet length and you get 1.62, a ratio known to architects as the ‘golden section’, the hallmark of a design with perfect proportions.

At 2008’s golden-anniversary DB4 Day at Newport Pagnell, Beach was the star speaker (pictured) and despite his advanced years clearly recalled the enthusiastic comment by company boss David Brown after his first drive one Sunday morning in 1958: ‘This is a very promising motor car!’

One of the many legacies of DB4 that has endured into the modern era of Aston Martin is the trademark ‘side strake’ – another Beach brainwave: ‘All the Astons nowadays have got these side vents at the back of the front wheel. That was something that I put in on the [DB4] prototype after we had a bit of a heating problem – we used to call it “the letterbox”.’

After DB5, Beach worked on the original DBS (finally incorporating the De Dion rear axle and independent rear suspension that Beach had wanted for the DB4) and before retiring in 1978 worked on a convertible version of the V8, the Volante.

His wife, Mabel, died in 1991. He is survived by a stepson.



## 75 YEARS OF AMOC

To celebrate its 75-year anniversary the Aston Martin Owners Club is putting together a very ambitious programme throughout the course of 2010, taking place in 10 countries. There is far too much to list here but for full details please visit [www.amoc.org](http://www.amoc.org) and click on ‘75th Anniversary’. Why not join AMOC too, and be a part of our magnificent achievement? Just download your application form or call the Membership Secretary on +44 (0)1865 400400. We look forward to meeting you at one of our 2010 events.

30 April–2 May	75th Anniversary Celebrations (Styria, Austria)
9 May	Race meeting at Mallory Park (Leicestershire, UK)
7–20 May	75th Anniversary Tour to Spain
15 May	75th Anniversary Spring Drive (Canada)
16 May	75th Anniversary visit to Portsmouth (Hampshire, UK)
22 May	Bonhams Aston Martin Auction (Buckinghamshire, UK)
22 May	Silverstone St John Horsfall Meeting (Northants, UK)
22 May	75th Anniversary International Dinner (Oxfordshire, UK)
23 May	75th Anniversary Spring Concours at Blenheim Palace (Oxfordshire, UK)
24 May	75th Anniversary Visit to Aston Martin Works Service & Club HQ (Buckinghamshire & Oxfordshire, UK)
25 May	75th Anniversary Founders’ Day Lunch at Grafton Hotel (London, UK)
25 May	75th Anniversary Ceremony of the Keys at the Tower (London, UK)
26 May	75th Anniversary Visit to Aston Martin Lagonda & Club HQ (Warwickshire & Oxfordshire, UK)
29 May	75th Anniversary Ball at Banqueting House (London, UK)
9–13 June	Le Mans 24-Hours Camping Package (Pyrénées-Atlantiques, France)
12–13 June	75th Anniversary Niagara Tour and Wine Event (Ontario, Canada)
19 June	75th Anniversary Dinner at Estoi Palace Pousada (Algarve, Portugal)
24–26 June	Lime Rock Event (New York, USA)
25 June	Napa Wine Tour weekend (California, USA)
26 June	Brands Hatch Race Meeting (Kent, UK)
11 July	75th Anniversary Charity Garden Party (Ontario, Canada)
17 July	Goodwood Sprint (W Sussex, UK)
23–25 July	Silverstone Classic (Northants, UK)





‘So many customers have been expressing an interest in us preparing bespoke features for their cars that we realised the only option was to expand this area of the business and make it open to all’

# MADE TO MEASURE

There are few things more luxurious than having a favourite object tailored to taste, and the rising popularity of ‘bespeaking’ – be it a pair of shoes or a yacht interior – has risen dramatically in recent years. Bringing carte blanche to the world of rarefied sports cars, Aston Martin’s new ‘Tailored’ service offers you a host of enticing new opportunities, whether it’s the side strake of your DB9 or the stitching inside your Rapide

While no Aston Martin could ever be described as being ‘standard’, there are those for whom even the extensive factory options lists don’t go quite far enough, despite offering literally thousands of paint, trim and wheel combinations. It is especially for them that Works Service has created Tailored.

As far as Works Tailored is concerned, nothing is too much trouble when it comes to creating an Aston Martin that can truly be described as having the personal touch, be it because it has personalised, illuminated kick plates, paint that matches the colour of her favourite nail varnish or a dashboard trimmed with the bark of a beloved tree.

It is not, to be fair, an entirely new innovation. Back in 1986, for example, Works Service created a beautifully crafted leather-covered jar to fit snugly in a special holder within the centre console of the Prince of Wales’s new V8 Vantage Volante, so he had somewhere to store sugar cubes for his polo ponies. But it is only now that the service has become ‘official’, following a growing number of requests from Aston Martin clients old and new.





The first Works Tailored car at Geneva was a DB9, finished in a remarkable ‘Blue Pearl White’ pearlescent paint with all its exterior metalwork in contrasting gunmetal



‘So many customers have been expressing an interest in us preparing bespoke features for their cars that we realised the only option was to expand this area of the business and make it open to all,’ explains Kingsley Riding-Felce, Director of Works Service and Parts Operations.

‘There are currently seven cars in the workshop being fitted with Works Tailored enhancements and the number of new requests is growing all the time. We have so far embroidered owners’ initials in headrests and carpets, installed mini-fridges and even created a bright-yellow DB9 with a matching yellow leather interior and a contrasting maroon hood – it sounds extreme, but the car looked truly fabulous.

‘The focus of the service is to fashion colour and materials with limitless boundaries precisely to customer choice and specification, enabling owners to apply their own personal taste. After all, many Aston Martin drivers spend a great deal of time in their cars – it is understandable that they would want their surroundings to suit them perfectly.’

Indeed, such is the demand for ‘something different’ that Aston Martin’s in-house styling department is currently creating ‘moodboards’ to show potential new combinations of trim, paintwork, wheels and accessories that might provide inspiration to customers who know they want something extra special but don’t realise just how radical their bespoke features can be.

To illustrate the point, the Aston Martin stand at this spring’s Geneva motor show featured two cars that had benefited from the Works Tailored treatment, both of which caused a sensation. The first was the DB9 (pictured here), finished in a remarkable ‘Blue Pearl White’ pearlescent paint with all its exterior metalwork in contrasting gunmetal. The interior,

meanwhile, was luxuriously trimmed in ‘Blue Gin’ leather and African walnut finished in ‘Mink Grey’. The second car was an example of the recently launched and widely acclaimed four-door Rapide finished in ‘Magma Red’ with special ‘Cryptic Titan’ facia and door panels.

But it is not only the owners of new Aston Martins who can benefit from the Works Tailored service. Any model so long as it is part of the current range, is eligible for the treatment – it’s just a matter of giving free rein to your imagination.

Further information [www.astonmartin.com](http://www.astonmartin.com)







## A WISE BUY

Who could have predicted that property prices would plummet yet premium classic cars soar in value? **Simon de Burton** explores the unrelenting popularity for heritage Aston Martins, and is pleasantly surprised to find their investment potential boils down to two simple premises: fun, and practicality. Time you paid a visit to Bonhams...

Until things began to turn sour a couple of years ago, soaring property prices were one of the hottest topics of conversation around the British Isles. People chattered incessantly about how fast homes in their street were selling, of how initial asking prices were being exceeded by up to 25 per cent and how the flat they had bought just six months earlier was already promising to provide them with a retirement nest-egg. A coded form of interrogation even evolved, enabling especially nosey types to guesstimate just how much of a profit their friends and acquaintances would make when they finally cashed-in.

Indeed, had anyone suggested at a London dinner party in 1998, say, that they were going to eschew property in favour of a classic Aston Martin they might well have been regarded as being slightly deranged. Property was as solid as a rock – classic cars were nothing but frivolous fun; bottomless money pits that you were guaranteed to lose out on. Weren't they?

With the wonderful benefit of hindsight, we can now safely say that the answer should have been no – and here's a timely case in point: Back in 1998, my modest, terraced house in south London was worth roughly £85,000. In that same year, passionate Aston Martin collector Robert Leyba laid out what seemed at the time to be an extravagant £84,000 on a 1950 DB2, registration mark VMF 65 (pictured above). You can read a little more about that very car eight pages ago, because it is now to be the star lot at May's Aston Martin Works Service auction staged by Bonhams – and it is estimated to be worth up to £440,000. And that, by the way, could be considered conservative: around six months ago, its sister car, VMF 64, fetched £550,000 at auction. I, meanwhile, would probably struggle to raise £400,000 for the aforementioned terraced house.

The fact is, the once unthinkable has happened: the best, rarest, and most admired classic cars have, in many cases, proved themselves to be better investments than property and even gold during the past 10 years, with prices rising notably since the economic downturn first struck in late 2008. A similar situation has occurred in other collecting fields such as high-end mechanical wristwatches, fine wine, jewellery and iconic works of art.



Why? Christie’s auctioneer, watch specialist and classic car enthusiast Aurel Bacs has this theory: ‘Belief in the value of owning unique collectables has increased dramatically during the past 18 months, and that is why we have seen benchmark sales such as that of the Giacometti bronze [at Sotheby’s ] that fetched £65 million in February [a record for any work of art]. To some very wealthy people, the current situation has provided a very brutal awakening to the fact that they can go to their bank at virtually any time and withdraw, say £1 million – but the £1 million watch, heritage Aston Martin or work of art that they have always longed for might only become available once during their lifetime.

‘It boils down to a basic decision – what would someone rather have? An uber-collectable object that is likely to become more and more sought-after, or the cash in the bank that is doing very little?’ Kingsley Riding-Felce, Director of Works Service and Parts Operations at Aston Martin, has watched the market for the marque’s ‘heritage’ cars grow first steadily, and then rapidly, during more than 30 years with the company – and he concurs with Mr Bacs:

‘It seems to be that people are really beginning to appreciate the value of a heritage car, and the sense in owning one, for a wide variety of reasons,’ says Kingsley. ‘There is an obvious fun value and driving pleasure to be had from these older cars, but owners now feel very confident that Works Service and other, independent, marque specialists have created a comprehensive spares network and built up a wealth of knowledge that means a car such as a DB4, DB5 or DB6, for example, can be used on a regular basis without the fear of something going wrong with it that can’t be put right.’

Originality and provenance are king when it comes to collecting heritage, so having a car restored at Works Service using certified original Aston Martin parts brings invaluable value and cachet to your investment. Indeed, Aston Martin’s Parts Operations facility in Wolverton Mill is a veritable treasure trove, providing unrivalled support to the recently expanded Heritage restoration department.

‘A sense of pride of ownership and the simple satisfaction reaped from just looking at a beautifully preserved heritage Aston Martin sitting in the garage are also factors that have encouraged people to invest in them. Not to mention the fact that they are comfortable, capable four-seater cars for which we have developed many sympathetic modifications to make them thoroughly enjoyable to drive on modern roads.

Kingsley believes, however, that there is a problem. ‘Speak to any of our heritage dealers and they will all tell you that they have absolutely no difficulty selling classic Aston Martins – but there is a problem when it comes to getting hold of them. Since the banking crisis began, we have noticed that far fewer cars seem to be appearing on the market. This is probably attributable to the fact that owners believe that if they sell now, while the price of heritage Aston Martins is on the rise but the overall economy is depressed, then values will run away from them once the rest of the economy picks-up.’

And, as values of some of the most sought-after Aston Martin heritage models – such as the DB4, DB5 and DB6 – have risen, so enthusiasts are now turning to those that were once overlooked at auction for being ‘Cinderella’ cars that somehow didn’t seem quite so inspiring as their better-known cousins. Notable examples include the six-cylinder DBS (pictured below left) and the futuristic, wedge-shaped Lagonda. Values of the latter have doubled within the past two years and the model has been embraced both as a 1980s supercar icon and, when correctly maintained, as a swift, comfortable and capable long-distance tourer.



The once unthinkable has happened: the best, rarest, and most admired classic cars have, in many cases, proved themselves to be better investments than property and even gold during the past 10 years, with prices rising notably since the economic downturn first struck in late 2008

Another important factor behind the rising value of heritage Aston Martins is the fact that people are actually buying them to use, both for regular driving and, increasingly, for light-hearted and serious competition use. Investment banker Ben Morgan, for example, recently bought a DB5 in poor condition, subjected it to a meticulous, no-expense-spared restoration and now uses it for classic rally events. ‘I bought the car as a wreck and, once it was restored, I decided that I really wanted to use it rather than simply leave it in the garage for driving on sunny days.’ The first event he took part in following the car’s restoration was last year’s Tour Britannia, a three-day regularity trial that takes competitors through some of Britain’s finest countryside and around some of its best-known race circuits.

Tour Britannia organiser Alec Poole says events such as his have certainly had a significant impact on the classic car market because they provide enthusiasts with an extra reason for buying a car and give them a chance to meet like-minded people while they are using it. ‘Whether you want to use your Aston Martin for a gentle, group touring holiday in France, thrash it around some of Europe’s toughest circuits or drive it across Africa there is almost certainly an event that will cater for your needs – nowadays people are buying old cars to use, not just to look at. Aston Martins are especially robust, competitive and adaptable for all types of motoring event, so it is no surprise that values are growing accordingly,’ says Mr Poole.

Places are available for Tour Britannia 2010 which takes place from 7-9 September. Full details at [www.tourbritannia.com](http://www.tourbritannia.com)



# ROLLING OUT

What a difference a wheel makes... And right now, Aston Martin has never offered a finer choice of designs with which to re-shod your V8 Vantage, V12 Vantage, DB9 or DBS – an instant facelift for your sports car and the ultimate personal statement, whether you go for a sparse lightweight 5-spoke for subtly enhanced handling, or matt graphite for sinister, stealth appeal

Aston Martin is offering new and existing DBS, DB9, V8 Vantage and V12 Vantage owners an increasingly prolific range of wheel options – every one of which lends a totally unique aesthetic to the car as a whole. You really can instantly ‘refresh’ your Aston Martin sports car with a new spoke array or a switch to a silver or graphite finish. What’s more, whatever wheel you go for, you can be sure it’ll look the part: every one of the 13 options currently available have been designed at Gaydon’s dedicated Design and Engineering facility.

It’s not just a pretty face, though – the technology applied by Aston Martin’s wheel-manufacturing specialists is world-class, deploying engineering techniques of a rare precision. Indeed, several Aston Martin wheels are actually forged from a solid cast block of alloy, then machine finished. This ‘stamping’ process yields a slightly lighter wheel than a flow-formed moulded wheel, but requires extra care to avoid applying untoward angular stress on the metal.

As well as flat graphite and silver finishes, Aston Martin also offers a ‘diamond-turned’ finish on a number of wheels, which requires a particularly specialised technique to produce a unique ‘sheen’ to a spoke. Computer Numerical Control (CNC) lathes are used to lightly mill the painted surface, to give a perfectly even texture. This process is usually used to manufacture high-quality aspheric optical elements for telescopes, projectors and scientific research instruments – and nothing less would be good enough for an Aston Martin wheel.

OPPOSITE PAGE: DBS 20”  
10-Spoke Graphite Diamond  
Turned, also available in  
Silver Diamond Turned.

THIS PAGE: V12 Vantage 19”  
10-Spoke Graphite Winter  
Wheel and Pirelli Sottozero  
Winter Tyre.





THIS PAGE: (Main image) V8 Vantage 19" 20-Spoke Silver Diamond Turned, also available in Graphite Diamond Turned and Silver non-Diamond Turned; (inset left) DB9 19" 20-Spoke Silver Diamond Turned, also available in Graphite Diamond Turned; (inset right) DB9 19" 15-Spoke Silver Diamond Turned.

OPPOSITE PAGE: (Main image) DB9 19" 10-Spoke Graphite, also available in Silver; (inset left) V8 Vantage 19" 10-Spoke Graphite Diamond Turned, also available in Silver Diamond Turned; (inset centre) DBS 20" Multi-Spoke Graphite, also available in Silver; (inset right) DB9 and V8 Vantage lightweight 'Sports Pack' 19" 5-Spoke Silver Diamond Turned, offering an approx. weight saving of between 1 and 1.5kg per wheel.



For more information contact your Aston Martin Dealer  
Fitment of genuine Aston Martin Accessories does not affect any Warranty on your car







A SEASON TO RELISH

In 2009, Aston Martin celebrated the 50th anniversary of its victory in the Le Mans 24-Hours with a return to the senior LMP1 prototype category and a dramatic Le Mans Series debut victory. This year the pace doesn't let up, reports **Brian Laban**, with a season promising unprecedented Aston Martin involvement across the board from GT4 to LMP1. And the icing on the cake? The new Rapide, barely off the production line, makes its racing debut at the Nürburgring 24-Hours

In 2010, sports car racing will once again have an official World Championship and Aston Martin DBR9s will be fighting for a title that in its golden years was second only to the Grand Prix crown. But that is only one element of 2010's rich racing mix, as Aston Martin Racing and its partner teams get involved across the board.

LE MANS SERIES

Aston Martin Racing will contest the Le Mans 24-Hours with two Gulf-liveried, blue and orange LMP1 coupes, '007' and '009' – evolutions of the car that finished fourth overall in 2009. The team's 2010 LMP1 bid began in earnest on 20 March at the 12 Hours of Sebring in Florida – scene of the Aston Martin DBR9's GT1 class victory on its competition

debut in 2005. Despite an extremely rough and bumpy circuit, requiring a very specific set-up, drivers Adrian Fernández, Stefan Mücke and Harold Primat took a podium place in 007, coming third overall and fastest of the petrol cars. Aston Martin Racing will now go on to contest the first round of the European Le Mans Series at Paul Ricard in France on 11 April, then back to the American Le Mans Series for the second-round Long Beach Grand Prix on 17 April. Backing the works team at Le Mans in June will be a third LMP1 coupe from French front-runners Signature Plus – an updated 2009 car for Pierre Ragues, Franck Mailleux and Vanina Ickx. Signature Plus will also run '008' through the full, five-round LMS series as Aston Martin Racing's official partner, defending Aston Martin Racing's 2009 LMS title. After pre-season testing, Ragues was very positive: 'The support we're receiving from Aston Martin has been fantastic and I think we'll go from strength to strength...'



GT1

With 20 races over 10 weekends, in 10 countries across 4 continents, the new FIA GT1 World Championship is a truly global series. Aston Martin, alongside Corvette, Ford, Maserati, Nissan and Lamborghini, will fight under rules that allow a fascinating variety of machinery. And while some cars (like arch rivals DBR9 and Corvette) are conspicuously more production-based than others, the FIA has worked hard to create as level as possible a playing field, running 'Balance of Performance' tests and fine-tuning specifications for each car. Meaning this year's DBR9 has some 600bhp and weighs 1,250kg, a little heavier than the old GT1 car, and with a smaller rear wing.

There will be four DBR9s on the Championship trail, fielded by one team with plenty of Aston Martin history, and one exciting newcomer. The old hands are Hexis AMR, the only French team in the new series and Aston Martin Racing's most successful racing customer in 2009. As well as

defending their FIA GT3 Team Championship with two DBRS9s, they are making the leap to GT1 and the world stage with two DBR9s and a line-up that includes former F1 driver and Le Mans class winner Jean-Denis Delétraz, Monaco-born A1 GP driver Clivio Piccione, Frédéric Makowiecki and 24-year-old Swiss Jonathan Hirschi, who says, 'To me, GT1 is the F1 of grand-touring cars.'

The newcomers are Danish-based Young Driver AMR. Their DBR9s carry the evocative numbers 007 and 009, and will have regular Aston Martin Racing drivers Darren Turner, and Stefan Mücke on loan alongside Tomas Enge and Christoffer Nygaard for the full programme. The team also have a confirmed entry at Le Mans in June, where their DBR9 will be Aston Martin's sole GT1 entry. New as the team is, racing savvy should not be an issue.





GT 2

In another Le Mans twist, Essex-based JMW Motorsport shift allegiances to Aston Martin Racing and join battle with a V8 Vantage GT2 that they will also run through the full five-race LMS campaign, starting at Paul Ricard in April and finishing at Silverstone in September. For the LMS they too will have Turner on the driving strength, dovetailing with FIA GT1 duties, alongside Rob Bell in JMW’s handsome, yellow-liveried number 92 car, backed by Dunlop and Shell.

GT 4

With more than 60 examples of the Vantage N24 and GT4 sold to date, GT4 is important to Aston Martin, and 2010 sees fantastic new opportunities for the marque’s growing ranks of motorsport customers: The Aston Martin British GT4 Challenge is an official one-make series for Vantage N24 and GT4 that will run over six 90- to 150-minute races from April to October, including a mid-season trip to Spa – with Aston Martin Racing support and hospitality available at every round.

At Aston Martin’s home from home, the Nürburgring in Germany, the company will reward the highest-scoring Aston Martin customer team and drivers in the ten-round VLN series this year with free entry to the 2011 24-Hours race and a test drive of the V12 Vantage race car on the circuit. For hardcore endurance racing addicts the new Aston Martin 24-Hour Challenge will award end of season trophies and a test drive based on class results in four diverse 24-hour races, in Dubai, the Nürburgring, Spa, and the Silverstone Britcar.

Finally, the Aston Martin GT4 Cup will also recognise the highest-placed Vantage driver in FIA GT4, and test-drives in either the Vantage GT2 or DBRS9 GT3 for winners could be the next step on the ladder. In the words of David King, Aston Martin’s Director of Special Projects, ‘GT4 racing not only demonstrates the capabilities and pedigree of our V8 Vantage road car, it also connects us directly with our customers, so we are delighted to offer them a greater choice of events with rewards and incentives for choosing to race our cars.’ Gentlemen, start your engines.



24 HOURS OF GREEN HELL

No Aston Martin season would be complete without the ‘other’ 24-hour race in May, at the Nürburgring, whose notoriously challenging 13-mile Nordschleife circuit was famously dubbed ‘The Green Hell’ by Jackie Stewart. Aston Martin annually field successful factory entries with racing versions of its production models and this year is no exception. The added spice is that while defending their 2008 and 2009 class victories with two V12 Vantages, Aston Martin will also deliver the competition debut of the Rapide – with Aston Martin CEO Ulrich Bez on the driving strength, as ever. The team will also contest two four-hour VLN races at the ‘Ring in April, and for the Rapide’s 24-Hours baptism (in the SP8 class) the main aim will be to finish successfully – which should be helped by the sheer amount of development work the production Rapide has enjoyed out of Aston Martin’s Nürburgring Test Centre.

MODEL RANGE  
PURE ASTON MARTIN



ASTON MARTIN





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DBS VOLANTE



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DB9 VOLANTE



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V12 VANTAGE



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V8 VANTAGE



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V8 VANTAGE ROADSTER



XXXII - XXXIII

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# ONE-77

For a strictly limited number of discerning customers, One-77 fuses advanced technology with stunning Aston Martin design to create what is possibly the world's most desirable automotive art form



If the heart of the car is the engine, then the soul of One-77 is conveyed through the richly detailed cabin. Carbon fibre is visible as a spine that runs between the leather seats.

## [ one-77 ]

Aston Martin's One-77 exists at the intersection between a limited edition artwork and pure technological innovation. The 77 people who will become owners are making a major commitment – their reward, a car that is the culmination of all the elements that define Aston Martin's modern era; V12 power, lightweight construction, modern materials, craft skills, design excellence and, naturally, raw beauty.

The people behind the project are clear that new ground has been broken. 'The One-77 needed to be connected to the living spirit of our company,' says Aston Martin's Chief Executive Officer Dr Ulrich Bez, 'the important thing is to have a genuine connection with the brand so this car demonstrates our creativity, strength of innovation and our confidence.'

Based on a sophisticated carbon fibre chassis with a hand-crafted aluminium body, this 200 mph-plus, 7.3-litre V12 supercar will deliver exhilarating performance for a strictly limited number of discerning customers. The vision of Aston Martin's design team, led by Marek Reichman, Director of Design, has been faithfully translated into a stunning machine by the One-77 team led by Engineering Director Ian Minards, with the structural tub and cross-bracing revealed beneath its flowing skin. One-77 is as pure an expression of Aston Martin design as it is Aston Martin engineering.

It goes without saying that One-77 is not a traditional production car. For a start, the exquisitely engineered chassis is not designed for assembly on the high-tech production line at Gaydon. Instead, the car is comprised of a series of bespoke elements, all brought together in a specially designated production area, where each finished customer car will take an estimated 1,500 hours to create.

For Aston Martin, One-77 is a unique opportunity to create a car as functional art – an object of beauty and contemplation that can also be interacted with, enjoyed by a select few on a strictly personal basis. Although One-77 delivers nothing less than shattering performance and handling, at rest it will provide a different kind of enjoyment; the indulgence in manufacturing excellence and the appreciation of pure form.



[ one-77 ]

This is the ultimate Aston Martin. Technologically and aesthetically, One-77 sets an agenda for the future, with surfaces and forms that simply would not have been possible barely a decade ago



DESIGN

The One-77 makes a monumentally bold statement – a streak of raw potential, low and broad, yet also immensely lithe and taut. Everywhere one looks one finds sinuous form expressing the car’s lightness and power, from the door mirror support, a blade of aluminium extruded from the skin of the door, through to the swan wing doors, with their finely detailed architecture of switchgear and handles arranged in a futuristic, arrow-like shape.

If the heart of the car is the engine, then the soul of the One-77 is conveyed through the richly detailed cabin, a space that is the fusion of two very different materials, each requiring high levels of craft: carbon fibre and leather. Although the One-77 is not a tailor-made object, buyers will have extensive scope for personal specification, especially in terms of colour and trim, the finishes of the cabin’s glistening array of forged metal switches and dials, and even the set-up of certain suspension components and seating positions. Seats and dashboard surfaces are trimmed in fine, hand-stitched leather, with coarser, hard-wearing saddle leather used to cover key areas of trim.

Aston Martin know that those who commission a One-77 are effectively acting as grand patrons, contributing to a project that goes beyond manufacturing into the realm of innovation, experimentation and fine art. Dr Ulrich Bez cites the artwork of David Nash, a British sculptor whose works, although varied in scale and form, are instantly recognisable. ‘You don’t need to put the signature on it; you can see the imprint of the architecture immediately. It’s the same for One-77 – even without the badge, this is every inch an Aston Martin.’

True art cannot exist in a vacuum, and One-77 arises out of Aston Martin’s legendary culture of design, technology and manufacturing. Just as the greatest works of art speak volumes about the era of their creation, One-77 will act as a fitting physical record of the abilities and achievements of Aston Martin in the 21st century.

ENGINEERING

The One-77’s underpinnings are also nothing less than a work of art. In place of the bonded-aluminium chassis common to Aston Martin’s current ‘VH’ production cars, the core of the One-77 is a carbon fibre monocoque. One-77 is built on a structure of carbon fibre, a rigid tub that supports the engine and front suspension, before flaring out to envelop the passenger compartment and culminate in the mounting for the rear suspension. The woven carbon fibre material is hand cut and assembled into tools, vacuum bagged, before being autoclaved to form a rigid structure this is then laquered to present a smooth, polished surface. The carbon fibre is also visible in the interior as the main spine runs between the seats. This ultra-light, immensely strong material is commonly used in aerospace and top-level motor sport, but remains the preserve of only the most specialised road car projects.

Pushing the boundaries of road car design and technology, Chief Platform Manager Chris Porritt and his team drew inspiration from the front-engined, rear-wheel DTM race cars. As the ultimate incarnation of this layout, they applied similar principles and technology to a road car scenario. This means an engine that is mounted as low and as far back in the One-77’s engine compartment as you would ever believe possible (100 mm lower and 257 mm further back to be precise).

The DTM-inspired layout also extends to the suspension, which features double wishbones at each corner, with pushrods employed to transfer vertical suspension movements to the horizontally mounted spring/damper units. These are attached inboard of the front and rear wheels on beautifully machined and anodised monolithic blocks of high-grade aluminium.

PERFORMANCE

If the carbon fibre monocoque and race-derived suspension forms the One-77’s skeleton, then Aston Martin’s magnificent new 7.3-litre V12 engine is its pounding heart. It is an extreme evolution of the power unit found in the DBS, DB9 and most recently the V12 Vantage – the product of a collaboration with world-leading engine builders Cosworth. The engine team was set the target of achieving the most powerful and torquey Aston Martin engine whilst also having an aggressive weight reduction target greater than 10 per cent.

The One-77 is currently undergoing a stringent development process ahead of the planned launch in mid-2010 with high-speed testing taking place at a secret proving ground in southern Europe. In a series of test runs completed in December, the One-77 exceeded original expectations and recorded a 220.007 mph (354.86 km/h) top speed in dry but windy conditions under the guidance of the Aston Martin engineering team. Dynamic, durability and safety testing continues apace.

To achieve optimal weight distribution, the One-77’s 7.3-litre V12 engine is mounted so far back that almost half the engine sits behind the base of the windscreen.



TECHNICAL SPECIFICATION  
one-77

ENGINE

- Front mid-mounted 7.3-litre, naturally aspirated V12, incorporating dry sump lubrication system
- **Max power** Over 522 kW (700 bhp/710 PS)
- **Max torque** Over 750 Nm (553 lb ft)
- **Max speed** Over 354 km/h (220 mph)

TRANSMISSION

- Rear mid-mounted, six-speed automated manual with Auto Shift Manual/Select Shift Manual (ASM/SSM) electro-hydraulic control system

BODY

- Two-door sports coupe with two seats
- Available as left- or right-hand drive
- Carbon fibre monocoque body structure
- Hand-crafted aluminium exterior body panels
- Active aerodynamics with deployable rear spoiler

SUSPENSION & BRAKES

- Front and rear, pushrod-actuated suspension
- Carbon ceramic braking system
- Dynamic stability control and traction control system





Rapide's four 'swan wing' doors provide access to cossetting sports seats both front and rear, swinging upwards to facilitate access.



# RAPIDE

## PURE ASTON MARTIN

Rapide is the world's most elegant four-door sports car. It exists in a class all of its own – a stunning evolution of Aston Martin's unmistakable design language, accommodating four adults in luxury and comfort with benchmark levels of driver engagement and refinement

### [ rapide ]

The elegant Rapide, functional yet luxurious, provides space for up to four adults combined with an engaging driving experience synonymous with all Aston Martins. As the marque's first production four-door sports car, Rapide encapsulates core values of Power, Beauty and Soul; four 'swan wing' doors provide access to cossetting sports seats both front and rear, bestowing occupants with ample accommodation.

Rapide's rear environment has been intelligently packaged to create a space where passengers feel a part of the driving experience with clear views to the front and sides. Comfort and support is supplied in the form of two hand-trimmed individual seats and a personal heating and air conditioning system. Aiding the practicalities of everyday use, a 317-litre luggage compartment affords generous space for belongings for all four occupants whether they are sports bags or, indeed, sets of skis, creating an Aston Martin which can be enjoyed on any occasion, anytime, anywhere.

As Chief Executive Officer, Dr Ulrich Bez said: 'With Rapide, the entire family can enjoy their Aston Martin together in unison, in an invigorating yet comfortable environment, sitting low, with plenty of visibility from every seat and with new levels of comfort, refinement and entertainment.'





[ rapide ]

Whether you are driving swiftly to a black tie event with friends or leaving the city for a family weekend by the coast, the Rapide is the solution – a sports car with ability, bringing more people to the power, sensations, and pleasure that only an Aston Martin can deliver

**DESIGN**  
Instantly recognisable as an Aston Martin, the Rapide assumes its extra doors gracefully to visually remain every bit a sporting coupe as its sister models. Rapide's low roofline combined with uniquely styled 20" wheels contribute to its sporting stance, and the iconic side strake is elongated to meet the rear doors. Echoing the beauty of the exterior, Rapide's interior welcomes all occupants to an exquisitely hand crafted and spacious cabin. Two individually appointed sports seats form the rear environment of the Rapide, from which passengers can benefit from the optional rear entertainment system: two LCD screens integrated into the back of the front headrests. Aiding the practicalities of everyday use, the rear seats fold at the touch of a button to create a flat loading space, increasing the luggage compartment from 317 litres to 886 litres.

**PERFORMANCE**  
The Rapide is a sports car – a thoroughbred that can be enjoyed by four people in unison. The front mid-mounted 6.0 litre V12 engine produces 470 bhp and a resultant 0-60 mph time of 5.0 seconds. Despite its extra versatility, the Rapide's low roofline, and therefore low centre of gravity, makes it feel like an agile coupe. Subsequently, the Rapide's structure would require 28,000 Nm of force to be twisted through 1 degree. This torsional rigidity is a key element in delivering the car's excellent dynamic. The standard six-speed Touchtronic 2 automatic transmission has been calibrated to ensure that the additional weight of Rapide has had a minimal impact on fuel economy, emissions and performance. Along with 'Park', 'Reverse', 'Neutral' and 'Drive' modes, the system also includes a 'Sport' mode,

which engages a more aggressive gear-shift strategy as gear changes feel sharper and more forceful, engine speed matching on downshifts is more aggressive and in full automatic mode, upshifts occur at higher speeds.

**CONTROL**  
With the six-speed Touchtronic 2 automatic gearbox mounted to the rear of the car on the transaxle, the Rapide's weight balance is near perfect at: 51:49, contributing to its outstanding dynamics. This provides the driver with an engaging drive on demanding roads, and a refined, relaxed and effortless drive on motorways and main roads. For the first time on an Aston Martin, Rapide features a dual-cast brake system. The brake discs are made from two materials, cast iron and aluminium, taking advantage of the former's heat resistance and latter's weight-saving properties, bestowing greater braking performance, reduced corrosion, and less wear.



Aston Martin's design team paid special attention to creating a rear passenger space that is cossetting. Aiding the practicalities of everyday use, the rear seats fold at the touch of a button to create a flat loading space, increasing the luggage compartment from 317 litres to 886 litres.

TECHNICAL SPECIFICATION  
rapide

BODY

- Four-door body style with tailgate and 4 individual seats
- Extruded bonded aluminium VH body structure
- Aluminium, magnesium alloy and composite body
- Extruded aluminium door side impact beams
- Single bi-xenon headlamps with integrated LED side lights and direction indicators
- LED rear lamps and side repeaters

ENGINE

- All-alloy quad overhead camshaft, 48-valve 5935 cc V12
- Front mid-mounted engine, rear-wheel drive
- Fully catalysed stainless steel exhaust system with active bypass valves
- Compression ratio 10.9:1
- **Max Power** 350 kW (470 bhp/477 PS) at 6000 rpm
- **Max Torque** 600 Nm (443 lb.ft) at 5000 rpm
- **Acceleration** 0-60 mph in 5.0 seconds; 0-100 km/h (62 mph) in 5.2 seconds
- **Max Speed** 296 km/h (184 mph)

TRANSMISSION

- Rear mid-mounted 'Touchtronic 2' six-speed gearbox with electronic shift-by-wire control system
- Alloy torque tube with carbon fibre propeller shaft
- Limited slip differential
- Final drive ratio – 3.46:1

STEERING

- Rack and pinion, Servotronic speed-sensitive power-assisted steering, 3.0 turns lock-to-lock
- Column tilt and reach adjustment

WHEELS & TYRES

- 20" alloy wheels
- **Front** Bridgestone Potenza 245/40 R20
- **Rear** Bridgestone Potenza 295/35 R20

SUSPENSION

- **Front** Independent double wishbone incorporating anti-dive geometry, coil springs, anti-roll bar and monotube adaptive dampers
- **Rear** Independent double wishbones with anti-squat and anti-lift geometry, coil springs, anti-roll bar and monotube adaptive dampers
- Adaptive Damping System (ADS)

BRAKES

- **Front** Dual-cast brake discs, 390mm diameter with six-piston calipers
- **Rear** Dual-cast brake discs, 360mm diameter with four-piston calipers
- Dynamic Stability Control (DSC)
- Anti-lock braking system (ABS)
- Electronic Brakeforce Distribution (EBD)
- Emergency Brake Assist (EBA)
- Traction Control
- Hydraulic Brake Assist (HBA)
- Positive Torque Control (PTC)
- Electronic Park Brake (EPB)

INTERIOR

- Full grain leather interior
- Walnut fascia trim
- Iridium Silver centre console outer finish and Graphite inner finish
- Auto-dimming interior rear-view mirror
- Auto-dimming interior rear-view mirror with garage door opener (USA and Canada only)<sup>1</sup>
- Electrically operated front seats
- Memory front seats and exterior mirrors (three positions)
- Dual-stage driver and passenger front airbags
- Front occupant side airbags
- Head protection airbags for front and rear occupants
- Heated front and rear seats
- Heated rear screen
- Automatic front and rear temperature control
- Organic Electroluminescent (OEL) displays
- LED map lamps and ambient lighting
- Trip computer
- Cruise control
- Hard Disk Drive (HDD) satellite navigation system<sup>1,2</sup>
- Bluetooth telephone preparation<sup>1</sup>
- Satellite radio system (USA only)
- Powerfold exterior mirrors
- Front and rear parking sensors
- Tyre pressure monitoring<sup>1</sup>
- Alarm and immobiliser
- Remote-control central door locking and boot release
- Tracking device (UK only)<sup>1</sup>
- Boot-mounted umbrella

IN-CAR ENTERTAINMENT

- 1000 W Bang & Olufsen BeoSound audio system with ICEpower® technology
- Integrated Apple iPod® connector
- USB connector with Waveform Audio Format (WAF), Windows Media Player (WMA) and MPEG (MP3) audio file compatibility
- 3.5 mm auxiliary input socket

OPTIONS

- Cooled front and rear seats
- Twin-screen rear-seat entertainment system with 6-disc DVD player, auxiliary input, wireless headphones and remote control
- Alternative fascia trim finishes: Mahogany, Piano Black, Bamboo, Tamo Ash, Nexus Alloy
- Matching wood door trim
- Colour-keyed steering wheel
- Second glass key
- Magnum Silver rear lamp infills
- Delete model badging
- Delete protective tape
- 20" alloy wheels with Graphite finish
- Alternative brake caliper finish – black, red, silver
- Embroidered 'Rapide' seat logo
- Personalised sill plaques
- Auto-dimming interior rear view mirror with garage door opener (Europe only)
- Alarm upgrade (volumetric and tilt sensor)
- Tracking device<sup>3</sup>
- First aid kit
- Ashtray and cigar lighter

DIMENSIONS

- **Length** 5019 mm (197.6")
- **Width** 1929 mm (75.9") excluding mirrors; 2140 mm (84.3") including mirrors
- **Height** 1360 mm (53.5")
- **Wheelbase** 2989 mm (117.7")
- **Front track** 1589 mm (62.6")
- **Rear track** 1613 mm (63.5")
- **Fuel capacity** 90.5 litres
- **Kerb weight** 1990 kg (4387 lb)

<sup>1</sup> Not available in all markets  
<sup>2</sup> Includes Traffic Messaging Channel (TMC) in Continental Europe  
<sup>3</sup> Complies with UK Thatcham Category 5 requirements. Excludes subscription. Standard in UK  
<sup>4</sup> iPod® is a trademark of Apple Inc., registered in the US and other countries





# DBS

[ coupe / volante ]

Seductively powerful and exquisitely finished, the Aston Martin DBS is the ultimate blend of refined performance and minimalist luxury

## [ db s coupe ]

Truly great luxury sports cars are rare. In a world often diminished by mediocrity, genuine design innovation and engineering accomplishment are available only to the discerning few. With its race-car roots and luxury appointments, the Aston Martin DBS is just such a car. One of the most potent production Aston Martins ever made, the DBS represents the synthesis of raw power, race-bred technology and design excellence. Powered by a hand-built V12 engine producing 380 kW (510 bhp/517 PS), it delivers breathtaking power and performance.

Like a well-toned athlete in a figure-hugging suit, the aluminium and carbon-fibre bodywork of the DBS is a tight wrapping on the muscle that lies beneath, expressed in the taut lines and heavily sculpted flanks. Every flowing line, crease and curve conveys the enormous potential of the DBS, honed to create an exhilarating driving experience: taut, dynamic and monumentally fast, but always highly controlled. Using technology developed in competition, the DBS is a direct descendant of the DBR9 – a thoroughbred race car that has won many of the world’s greatest GT endurance race titles, most notably back-to-back GT1 class honours at the coveted Le Mans 24-Hours in 2007 and 2008. Carbon ceramic brakes and adaptive suspension that adjust to virtually every situation ensure that the DBS is perfectly at home in the city, on the open road or on the track. Representing a milestone of Aston Martin’s technological abilities in car design, it is an open invitation to drive: the supreme temptation.



## [ db s volante ]

Completing the DBS line-up, the new Volante will afford customers the combination of the DBS’s already-established benchmark sports car characteristics with all the thrills of open-air motoring. Broadening the DBS’s character, the DBS Volante will appeal to drivers who wish to combine the excitement of driving a finely tuned sports car with the invigorating feeling of being open to the elements. This juxtaposition of ultimate performance and openness stirs the senses on any drive whether an exhilarating jaunt on favoured roads or cruising on lengthy journeys. ‘Volante’, meaning ‘moving with light rapidity’ or ‘flying’, perfectly defines the performance potential and the dynamic characteristics of the DBS Volante.

Aston Martin’s 16th convertible in 95 years, the DBS Volante draws on the marque’s extensive experience in designing iconic ‘Volantes’ and is a 2+2 featuring two occasional rear seats, ideal for young people or extra luggage. When the roof is closed, it provides a warm comfortable ambience and when open, it neatly disappears behind the sculpted tonneau cover at the touch of a button. Either way, the DBS Volante delivers the ultimate driving experience with the hood up or down.

Aston Martin engineers opted for a fabric hood to closely follow the silhouette of the DBS Coupe and due to its lightweight properties, minimise overall weight gain. Fully retractable in only 14 seconds, it stows and closes at speeds up to 48 km/h (30 mph).



Capitalising on the new Works Service Tailored competencies, each of the 40 DBS UB-2010 Limited Edition cars has been specified personally by Dr Bez to commemorate his 10th year as CEO of Aston Martin. They feature a unique metallic bronze leather with woven leather seat inserts, an ‘Azurite Black’ paint finish, and sill plaques and an engine plate signed by Dr Bez.



[ db s v o l a n t e ]

Fusing the thrills and freedom of open-top motoring with the ultimate luxury sports car – the DBS Volante’s class-leading handling and torsional strength means this is a car as much at home in the city as on country roads



PERFORMANCE

The DBS was developed as the ultimate expression of Aston Martin’s engineering and technical ability. The need for high-performance stability, handling ability and low kerb weight defined the car’s form and construction. The DBS is the first production Aston Martin to make extensive use of ultra-light carbon-fibre body panels. Each panel has been carefully sculpted to direct the airflow around the car, into the engine and to help cool the braking system; the DBS bodywork is a harmonious composition of flowing, muscular forms. The 6.0-litre V12 engine is the heart of the DBS.

The DBR9 and DBRS9 race cars are powered by an enhanced version of this same V12, tuned to produce in excess of 600 bhp. A number of power-increasing enhancements include a ‘by-pass’ engine air intake port that opens above 5500 rpm to allow more air into the engine, and re-profiled air inlet ports that further improve airflow into the combustion chamber. Combined with a compression ratio of 10.9:1, the result of these enhancements is prodigious power and torque: the DBS delivers 380 kW (510 bhp/517 PS) at 6500 rpm.

CONTROL

As with the DB9 and DBR race cars, the Aston Martin DBS benefits from the inherent characteristics of the VH platform architecture. In order to take full advantage of this extremely precise and rigid bonded-aluminium platform, the DBS employs a new and sophisticated Adaptive Damping System (ADS) which uses two separate valves to set the dampers to five different positions, instantly altering the suspension settings to ensure the driver has high levels of control across different driving conditions. The damper settings are determined by an electronic control unit, which takes sensor readings from the car’s systems, including throttle position, brake position, steering wheel rotation and car speed.

The ADS perfectly captures the car’s sporting character and fittingly a designated Track mode automatically sets all dampers to their firmest positions, making it ideal for circuit driving. The DBS is fitted with Pirelli P-Zero tyres that have been developed especially for the car, along with new 20” lightweight alloy wheels. The DBS has a revised Dynamic Stability Control (DSC) system, designed to help maintain maximum traction in challenging driving conditions. In default operation, the DSC is automatically on. Select and press the button for two seconds and DSC Track mode is engaged, raising the threshold at which the system intervenes to allow the experienced driver to explore the car’s limits. Hold the button for four seconds and DSC is disengaged entirely.

EXTERIOR DESIGN

The DBS is both a technological masterpiece and a powerful visual and tactile experience, inside and out. The DBS is the culmination of the DB bloodline, a synthesis of race-bred technology and road-going practicality that can be traced back to the iconic DB2, DB3S and DB4GT, and is continued today with the DBR9 and DBRS9 race cars. The DBS’s powerful, flowing form fuses the visual language of the DBR9 GT1 race car with the innate elegance of the DB series. Lower and tauter than other Aston Martin production models, the DBS has subtly flared wheel arches accommodating standard 20” diameter wheels and tyres, which give the car a muscular and athletic stance. The external detailing reflects the power and dynamic abilities of the DBS, with revised inlets and enlarged grilles that increase its cooling capacity. Two additional vents in the enlarged power bulge on the carbon-fibre bonnet improve engine performance and efficiency, while a carbon-fibre splitter and a new front bumper help channel airflow around the car’s wider bodywork.

INTERIOR DESIGN

The interior of the DBS represents the epitome of Aston Martin’s commitment to using materials honestly, without disguise or embellishment. Lightweight materials are used throughout to save weight: door pulls are made from carbon fibre, for example. In addition, the DBS special colour and trim range includes carpet woven with lighter fibres to save valuable kilograms and special semi-aniline leather, which not only saves weight, but also gives a soft feel and distinctive aroma. Starting the DBS is pure theatre: the ignition ECU (Emotion Control Unit) has evolved into a machined and highly tactile polished glass ECU, incorporating a stainless steel inner case. To operate the car, the glass ECU is inserted into a special docking station in Aston Martin’s signature dashboard-mounted Engine Start button, glowing red to indicate when the car is ready to start. The engine roars to life when the ECU is pressed flush. After pressing to stop the engine, the ECU automatically motors out of the dashboard for removal.

UB 2010 LIMITED EDITION

This year, Dr Ulrich Bez’s 10th year as Chief Executive of Aston Martin is commemorated by the DBS UB-2010 Limited Edition, which is a limited run of 40 DBS comprising 20 Coupes and 20 Volantes. Capitalising on the new Works Service Tailored competencies, each DBS UB-2010 has been specified personally by Dr Bez and features a unique ‘Azurite Black’ paint finish, a metallic bronze leather with woven leather seat inserts and a ‘Cryptic Titan’ facia finish. Each car will bear ‘UB-2010’ sill plaques signed by Dr Bez together with a final inspection plate after Dr Bez has signed off each of the 40 cars personally.



[ db s coupe ]

Outstanding power with supreme control: Aston Martin introduces its ultimate luxury sports car, the Aston Martin DBS. One of the most potent production Aston Martins ever made, the DBS represents the synthesis of raw power, race-bred technology and design excellence



TECHNICAL SPECIFICATION  
db s coupe | volante

BODY

- Two-door coupe body style with 2+0 seating or convertible with 2+2 seating
- Bonded aluminium VH structure
- Aluminium, magnesium alloy and carbon-fibre composite body
- Extruded aluminium door side-impact beams
- High Intensity Discharge headlamps (dipped beam)
- Halogen projector headlamps (main beam)
- LED rear lamps and side repeaters

ENGINE

- All-alloy, quad overhead camshaft, 48-valve, 5935 cc V12
- Compression ratio 10.9:1
- Front mid-mounted engine, rear-wheel drive
- Fully catalysed stainless steel exhaust system with active bypass valves
- **Max power** 380 kW (510 bhp/517 PS) at 6500 rpm
- **Max torque** 570 Nm (420 lb.ft) at 5750 rpm
- **Acceleration** 0–100 km/h (62 mph) in 4.3 sec
- **Max speed (manual)** 307 km/h (191 mph)
- **Max speed (Touchtronic 2)** 295 km/h (183 mph)

TRANSMISSION

- Rear mid-mounted, six-speed manual gearbox
- Rear mid-mounted 'Touchtronic 2' six-speed gearbox with electronic shift-by-wire control system
- Alloy torque tube with carbon-fibre propeller shaft
- Limited-slip differential
- Final drive ratio – manual 3.71:1
- Final drive ratio – automatic 3.46:1

STEERING

- Rack and pinion, Servotronic speed-sensitive power-assisted steering, 3.0 turns lock-to-lock
- Column tilt and reach adjustment

WHEELS & TYRES

- **Front** 8.5" x 20" Pirelli P Zero 245/35
- **Rear** 11" x 20" Pirelli P Zero 295/30

SUSPENSION

- **Front** Independent double wishbones incorporating anti-dive geometry, coil springs, anti-roll bar and monotube adaptive dampers
- **Rear** Independent double wishbones with anti-squat and anti-lift geometry, coil springs, anti-roll bar and monotube adaptive dampers
- Adaptive Damping System (ADS) with Track mode

BRAKES

- **Front** Ventilated carbon ceramic discs, 398 mm diameter with six-piston calipers
- **Rear** Ventilated carbon ceramic discs, 360 mm diameter with four-piston calipers
- Dynamic Stability Control (DSC) with Track mode
- Anti-lock Braking System (ABS)
- Electronic Brakeforce Distribution (EBD)
- Emergency Brake Assist (EBA)
- Traction control

INTERIOR

- Semi-aniline leather and Alcantara interior (Coupe)
- Full grain leather interior (Volante)
- Matrix alloy fascia trim and Iridium Silver centre console surround
- Carbon-fibre door trims and door pulls

- Auto-dimming interior rear-view mirror with garage door opener (USA and Canada only)
- Electrically adjustable seats
- Memory seats and exterior mirrors (three positions)
- Dual-stage driver/passenger front airbags
- Side airbags (sports seats only)
- Automatically deployed roll-over bars (Volante)
- Heated seats (sports seats only)
- Heated rear screen
- Automatic temperature control
- Organic Electroluminescent (OEL) displays
- Trip computer
- LED map lights
- Cruise control
- Hard Disk Drive (HDD) satellite navigation<sup>1,2</sup>
- Bluetooth telephone preparation<sup>1</sup>
- Powerfold exterior mirrors
- Front and rear parking sensors
- Tyre-pressure monitoring<sup>1</sup>
- Alarm and immobiliser
- Remote-control central door locking and boot release
- Wind deflector (Volante only)
- Tracking device<sup>3</sup> (UK only)
- Boot-mounted umbrella

IN-CAR ENTERTAINMENT

- Bang & Olufsen BeoSound DBS Audio System with 1000 W RMS of ICEpower<sup>4,5</sup> amplification
- Integrated Apple iPod<sup>®</sup> connector<sup>7</sup>
- USB connector with Waveform Audio Format (WAF), Windows Media Player (WMA) and MPEG (MP3) audio file compatibility
- 3.5 mm auxiliary input socket

OPTIONS

- 20" alloy wheels – 20-spoke with a Graphite painted finish
- 20" alloy wheels – 10-spoke diamond turned
- 20" alloy wheels – 10-spoke diamond-turned with a Graphite painted finish
- Pirelli PZero Corsa sports tyres
- Satellite radio system (USA only)
- Piano Black fascia trim and centre console surround
- Second glass key
- Leather storage saddle<sup>6</sup>
- Personalised sill plaques
- Polished alloy tread plates
- Auto-dimming interior rear-view mirror<sup>1</sup>
- Auto-dimming interior rear-view mirror with garage door opener (Europe only)
- Alarm upgrade (volumetric and tilt sensors)
- Tracking device<sup>1,3</sup>
- First-aid kit
- Ashtray and cigar lighter
- Lightweight seats (Coupe only)<sup>6</sup>
- 2+2 seating configuration (Coupe only)
- Alcantara steering wheel (Coupe only)

DIMENSIONS

- **Length** 4721 mm (185.9")
- **Width** 1905 mm (75") excluding door mirrors; 2060 mm (81.1") including door mirrors
- **Height** 1280 mm (50.4")
- **Wheelbase** 2740 mm (107.9")
- **Fuel tank capacity** 78 litres (17.2 UK gal/20.5 US gal)
- **Weight** (Coupe) 1695 kg (3737 lb); (Volante) 1810 kg (3990 lb)

FUEL CONSUMPTION – Manual<sup>7</sup>

- Litres/100 km (mpg)
- **Urban** 24.3 (11.6)
- **Extra-urban** 11.7 (24.1)
- **Combined** 16.4 (17.3)

FUEL CONSUMPTION – Automatic<sup>7</sup>

- Litres/100 km (mpg)
- **Urban** 24.2 (11.7)
- **Extra-urban** 10.5 (26.8)
- **Combined** 15.5 (18.2)

GAS MILEAGE (North America only)

- Manual
- **City** 11 mpg
- **Highway** 17 mpg

GAS MILEAGE (North America only)

- Automatic
- **City** 12 mpg
- **Highway** 18 mpg

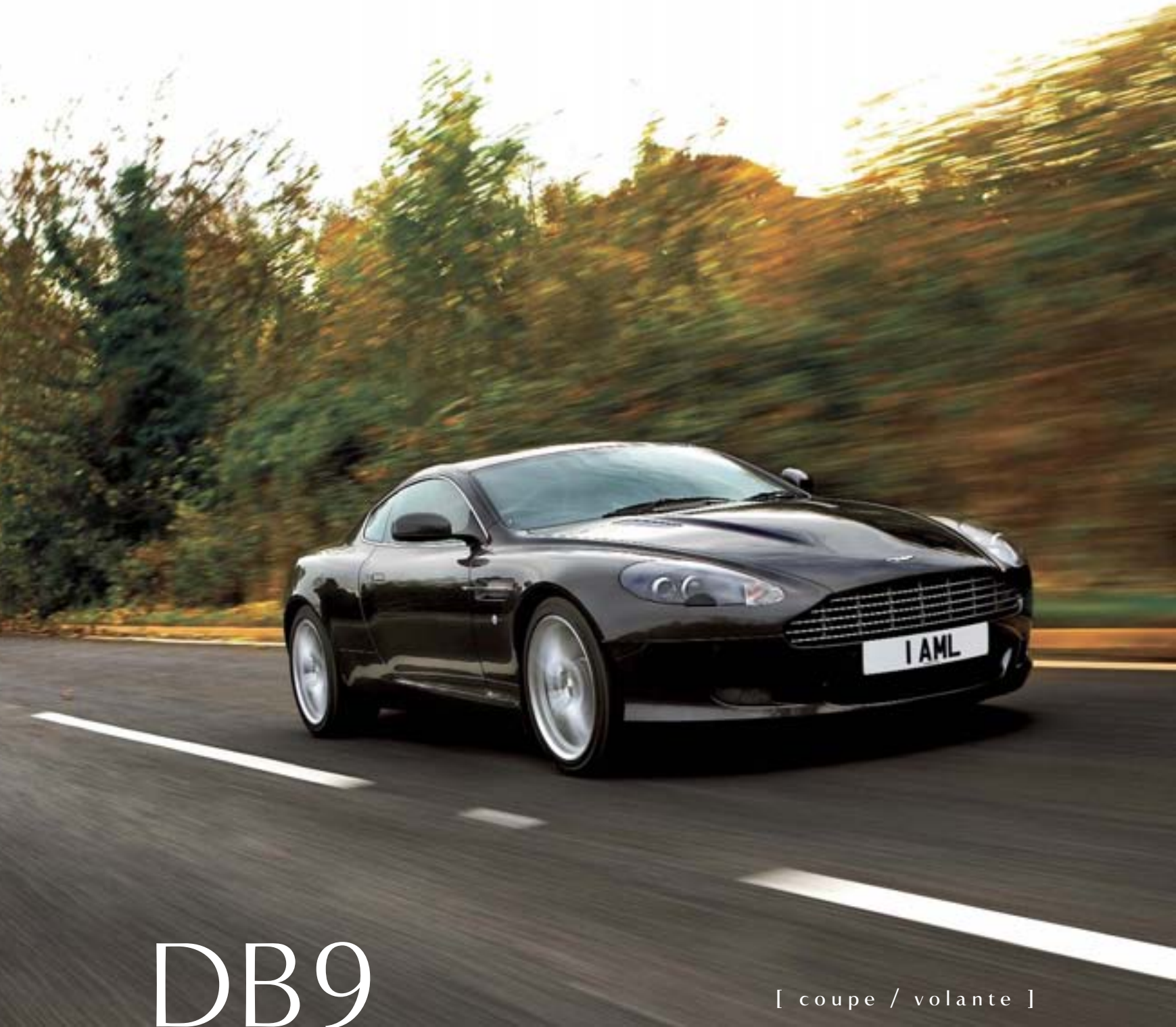
CO<sub>2</sub> EMISSIONS

- **388 g/km<sup>1</sup>** – manual
- **367 g/km<sup>1</sup>** – automatic

The design of the DBS conveys the car's enormous potential, with a seductive flow that incorporates aggressive detailing and a powerful stance. Like a well-toned athlete in a figure-hugging suit, the bodywork of the DBS is a tight wrapping on the muscle that lies beneath.







# DB9

[ coupe / volante ]

The Aston Martin DB9 is the quintessential sporting grand tourer – a thoroughbred performance car that combines true beauty with functionality. Whether in Coupe or Volante form, it offers a supreme combination of driver involvement, character, luxury and refinement



[ db9 coupe ]

The Aston Martin DB9 is a thoroughbred sports car with GT levels of comfort and refinement. Combining Aston Martin's unique character with an uncompromising design philosophy, the DB9 was borne out of a synthesis of traditional craftsmanship, high-tech manufacturing, modern components and use of the finest materials. The DB9 is both a full-blooded sports car and a hugely capable grand tourer. Beautifully styled, the DB9 never fails to stir the soul with its unique sound, power and performance. This purebred sports car is also a technical triumph, its beauty signifying aerodynamic efficiency, its power unencumbered by weight, its devastating straight-line performance paired with exquisite handling. All great sports cars strive to balance these qualities, and the DB9 creates an experience that is both unique and unforgettable.

What the driver sees, hears and feels is in harmony. The reward is total involvement: a level of engagement that truly stimulates the senses, that re-ignites a passion for driving. But an Aston Martin is also about luxury, indulgence and enjoyment – it is a feast for the senses. Sure enough, the magnificent exterior styling of the DB9 gives way to a sumptuous, comprehensively equipped cabin, trimmed in the finest materials. Every element is perfectly conceived, from the 6.0-litre V12 engine to the hand-stitched seats and carefully selected interior woods. Nothing is out of place. Above all, the DB9 encapsulates the qualities embodied in every Aston Martin: power, beauty and soul.

[ db9 volante ]

The Volante adds another dimension to the DB9: the open air. The Volante's sleek lines are made possible by sophisticated design and engineering, resulting in an open-topped car with a clean, flowing profile. Swift and invigorating to drive, the Volante is effortless and seductive. The DB9 is entirely in its element on the open road, providing an inspirational experience for both driver and passenger alike. Elegance, craftsmanship and the roar of its V12 engine are brought together in one emotional package, an object of desire that never fails to stir the soul. As with all Aston Martins, balance and beauty are critical.

The DB9 Volante is perfectly proportioned from every angle, roof up or down. The convertible top retracts at the single push of a button and swiftly stows beneath a hard tonneau cover that closes flush with the rear bodywork, leaving the lines of the car flowing and unbroken. A layer of Thinsulate® material insulates the cabin from both noise and the elements when the roof is up, and optimises headroom for the driver and front passenger. There is also no loss of practicality – the folding fabric roof is compact when stowed, allowing the DB9 Volante to retain its rear seats and luggage space.



Safety is a major consideration in a convertible. Special tilt sensors detect the possibility of a roll-over and deploy two strengthened hoops from the DB9 Volante’s headrests. Further protection is offered by the windscreen A-pillars, rig-tested to withstand more than twice the weight of the car.



[ db9 volante ]

The Volante experience is not just about driving, handling and performance. Sophisticated packaging ensures breathtaking simplicity and elegance of form

**PERFORMANCE**  
The DB9’s powerful yet refined all-aluminium 6.0-litre V12 produces 350 kW (470 bhp) and 600 Nm (443 lb.ft) of torque, giving a top speed up to 306 km/h (190 mph) and accelerating 0–100 km/h (62 mph) in 4.8 seconds. But despite these impressive figures and the instant throttle response, the DB9 can also relax. Eighty per cent of the V12 engine’s torque is available from as little as 1500 rpm, while enormous mid-range performance provides instant overtaking power almost regardless of engine speed, or gear. Aston Martins have always sounded like true thoroughbreds and the DB9 is no exception: the 6.0-litre V12 has been described as one of the finest-sounding engines in production: an exhilarating roar when accelerating; a growl when cruising. The DB9 offers a choice of two rear mid-mounted transmissions, both allowing superb interaction with the car. The six-speed ‘Touchtronic 2’ fully automatic transmission uses shift-by-wire technology and replaces the gear lever with dashboard-mounted buttons to select Park, Reverse, Neutral and Drive modes. If preferred, magnesium alloy paddles enable instant, F1-style gear changes. Unlike many other sports GTs, the DB9 also offers a six-speed manual transmission, featuring a conventional gear change and high-capacity, twin-plate clutch.

**DESIGN**  
From the new front grille through to the curvaceous rear haunches, the DB9 is a contemporary design icon. Every surface and component is carefully detailed using ultra-modern materials with a combination of high-technology manufacturing and traditional craft skills. Right down to the hand-enamelled Aston Martin badge, true craftsmanship is always in evidence. The DB9’s side profile is clean and distinctive, with a single-sweep roofline that flows through to a distinctive tail. Key Aston Martin

design elements include the distinctive grille, metal side strakes, signature rear window shape and wide, curvaceous haunches. Good design, however, is not just about form; it is also about function. Therefore, the DB9 needs to be aerodynamically efficient – even the exhaust silencer is aerodynamically shaped to help achieve this.

**CONTROL**  
To achieve the low weight required for a great sports car, all the DB9’s major body and mechanical components are made from aluminium, magnesium alloy or advanced, lightweight, composite materials. The front-to-rear weight distribution of the DB9 is a perfect 50:50, with 85 per cent of the car’s mass sited between the front and rear axles. The DB9 cabin is focused on the driver, who sits as low and as close as possible to the car’s centre of gravity. Combined with the rigid body structure and all-aluminium, double wishbone suspension, the result is unfiltered feedback of the car’s dynamic behaviour. This unparalleled two-way communication – car to driver, driver to car – is at the very core of the DB9’s design philosophy. What’s more, the new Premium Sports Pack option available for both the Coupe and Volante features an Adaptive Damping System (ADS), whose central ECU takes readings from various sensors to determine the car’s dynamic conditions and subsequently set the dampers to their most appropriate stiffness. In ‘Normal’ mode, the ADS continually stiffens the dampers away from their softest positions when required; in ‘Sport’ mode, the ADS automatically softens them away from their maximum stiffness to optimise the car’s control.

**ENGINEERING**  
Aston Martin has developed its own incredibly light and strong aerospace-specification bonded aluminium structure. This unique VH (Vertical Horizontal) structure gives the DB9 one of the most structurally efficient body frames in the car

industry. Its huge rigidity aids handling, driver feedback and safety. More than any other single component, the advanced aluminium structure is the reason for the DB9’s extraordinary nimbleness, responsiveness and character. The DB9 also pioneered the use of ‘ultrasonic’ welding, which is 90 per cent stronger than conventional spot welding and results in a better finish, yet uses only five per cent of the energy. However, it is not just the body structure that is light and rigid. Other components have been developed with weight reduction in mind, from the aluminium V12 engine and transmission to the forged aluminium suspension and aluminium-bodied dampers.

**CRAFTSMANSHIP**  
The DB9 was the first Aston Martin to be produced at the company’s factory at Gaydon in Warwickshire. Hand-built by technicians and craftsmen at a series of work stations, it benefits from the superior levels of finish and exclusive design details that would be impossible in a mass-produced car. The paintwork of each DB9 undergoes 50 man-hours of painting, polishing and finishing to achieve the perfect surface. Inside, the DB9 is elegant, luxurious and supremely comfortable. Every element of the interior is hand-made and hand-finished, from the cutting of the leather to the carefully crafted wood. This is done not out of deference to tradition, but because a skilled craftsman can finish wood or leather to a far higher standard than any machine. The wood trims are inspired by hand-finished modern furniture and there is a choice of five: Walnut, Mahogany, Bamboo, Tamo Ash and Piano Black. Aston Martins are hand-built cars, made to order, and this bespoke approach enables the provision of any combination of paint and leather trim colours.





[ db9 coupe ]

Combining effortless touring ability with sports-car precision and agility, the DB9 is the epitome of dynamic beauty. Technical perfection is swathed in elegant bodywork, with lines that are fluid and modern yet classic and, above all, typically Aston Martin



Even when standing still, the DB9 conveys poise and grace, power and strength. Here, these qualities are all emphasised by the lower stance and 5-spoke alloy wheels of the Premium Sports Pack.

TECHNICAL SPECIFICATION  
db9 coupe | volante

BODY

- Two-door coupe or convertible body style with 2+2 seating
- Extruded aluminium bonded VH body structure
- Aluminium and composite body panels
- Extruded aluminium door side-impact beams
- High Intensity Discharge (HID) headlamps (dipped beam)
- Halogen projector headlamps (main beam) with power wash
- LED rear lamps

ENGINE

- All-alloy, quad overhead camshaft, 48-valve, 5935 cc V12
- Front mid-mounted engine, rear-wheel drive
- Fully catalysed stainless steel exhaust system with active bypass valves
- Compression ratio 10.9:1
- **Max power** 350 kW (470 bhp/477 PS) at 6000 rpm
- **Max torque** 600 Nm (443 lb.ft) at 5000 rpm
- **Acceleration** – manual and automatic 0–60 mph in 4.6 sec; 0–100 km/h (62 mph) in 4.8 sec
- **Max speed** 306 km/h (190 mph)

TRANSMISSION

- Rear mid-mounted, six-speed manual gearbox
- Rear mid-mounted, ‘Touchtronic 2’ six-speed gearbox with electronic shift-by-wire control system
- Alloy torque tube with carbon-fibre propeller shaft
- Limited-slip differential
- Final drive ratio – manual 3.54:1
- Final drive ratio – automatic 3.154:1

STEERING

- Rack and pinion, Servotronic speed-sensitive power-assisted steering, 3.0 turns lock-to-lock
- Column tilt and reach adjustment

WHEELS & TYRES

- 19” alloy wheels – 10-spoke design
- Front 8.5J x 19” Bridgestone Potenza 235/40 ZR19
- Rear 9.5J x 19” Bridgestone Potenza 275/35 ZR19

SUSPENSION

- **Front** Independent aluminium double wishbones incorporating anti-dive geometry, coil over aluminium monotube dampers and anti-roll bar
- **Rear** Independent aluminium double wishbones incorporating anti-squat and anti-lift geometry, coil over aluminium monotube dampers and anti-roll bar

BRAKES

- **Front** Ventilated and grooved steel discs, 355 mm diameter
- **Rear** Ventilated and grooved steel discs, 330 mm diameter
- Radial-mounted four-piston monobloc calipers
- Dynamic Stability Control (DSC)
- Anti-lock Braking System (ABS)
- Electronic Brakeforce Distribution (EBD)
- Emergency Brake Assist (EBA)
- Traction control

INTERIOR

- Full grain leather interior
- Walnut fascia trim
- Iridium Silver centre console outer finish and Graphite inner finish
- Auto-dimming interior rear-view mirror¹
- Auto-dimming interior rear-view mirror with garage door opener (USA and Canada only)
- Electrically operated seats
- Memory seats and exterior mirrors (three positions)
- Dual-stage driver and front passenger frontal airbags
- Front occupant side airbags
- Automatically deployed roll-over bars (Volante)
- Heated front seats
- Heated rear screen
- Automatic temperature control
- Organic Electroluminescent (OEL) displays
- LED map lamps and ambient lighting
- Trip computer
- Cruise control
- Hard Disk Drive (HDD) satellite navigation¹²
- Bluetooth telephone preparation¹
- Satellite radio system (USA only)
- Powerfold exterior mirrors
- Rear parking sensors
- Tyre-pressure monitoring¹
- Alarm and immobiliser
- Remote-control central door locking and boot release
- Wind deflector (Volante only)
- Tracking device³ (UK only)
- Boot-mounted umbrella
- Lamy pen and pen holder (manual only)

IN-CAR ENTERTAINMENT

- Aston Martin 700 W Premium Audio System with Dolby® Pro Logic II® and a six-CD autochanger
- MP3 player connectivity
- Integrated Apple iPod® connector⁴
- USB connector with Waveform Audio Format (WAF), Windows MediaPlayer (WMA) and MPEG (MP3) audio file compatibility
- 3.5 mm auxiliary input socket

OPTIONS

- 1000 W Bang & Olufsen BeoSound Audio System with 1000 W RMS of ICEpower™ amplification
- Bright-finish grille
- Front parking sensors
- Mahogany fascia trim
- Bamboo fascia trim
- Tamo Ash fascia trim
- Piano Black fascia trim
- Matching wood door trim⁶
- Second glass key
- Personalised sill plaques
- Magnum Silver bonnet, side strake and lower bumper meshes
- Clear rear lamps
- Polished alloy treadplates
- Auto-dimming interior rear-view mirror with garage door opener (Europe only)
- Alarm upgrade (volumetric and tilt sensor)
- Tracking device¹³
- Alternative brake caliper finish – black, red and silver
- Premium Sports Pack (Coupe and Volante)
- 19” alloy wheels – 10-spoke with a Graphite painted finish
- 19” alloy wheels – 20-spoke diamond-turned
- 19” alloy wheels – 20-spoke diamond-turned with a Graphite painted finish
- First-aid kit
- Smokers’ pack

DIMENSIONS

- **Length** 4710 mm (185.5”)
- **Width** 1875 mm (74”)
- **Height** 1270 mm (50”)
- **Wheelbase** 2745 mm (108”)
- **Front track** 1570 mm (62”)
- **Rear track** 1560 mm (61.5”)
- **Turning circle** 12.0 m (39.4 ft)
- **Fuel tank capacity** 80 litres (17.6 UK gal/21.1 US gal)
- **Cd** (Coupe) 0.35
- **Kerb weight** (Coupe) 1760 kg (3880 lb)

FUEL CONSUMPTION¹ – Manual

- Litres/100 km (mpg)
- **Urban** 24.6 (11.5)
- **Extra-urban** 11.7 (24.1)
- **Combined** 16.4 (17.2)

FUEL CONSUMPTION¹ – Automatic

- Litres/100 km (mpg)
- **Urban** 22.3 (12.7)
- **Extra-urban** 10.2 (27.8)
- **Combined** 14.6 (19.4)

GAS MILEAGE (North America only)

- Manual
- **City** 11 mpg
- **Highway** 17 mpg

GAS MILEAGE (North America only)

- Automatic
- **City** 13 mpg
- **Highway** 20 mpg

CO₂ EMISSIONS

- 389 g/km¹ – manual
- 345 g/km¹ – automatic

SMOG INDEX (North America only)

- 0.49



1 Not available in all markets  
2 Includes Traffic Messaging Channel (TMC) in Continental Europe  
3 Complies with UK Thatcham Category 5 requirements. Excludes subscription. Standard in UK  
4 iPod® is a trademark of Apple Inc., registered in the US and other countries  
5 ICEpower® is a proprietary technology of Bang & Olufsen  
6 Not available with Bang & Olufsen audio system  
7 Data not applicable to North American market



# V12 VANTAGE

Aston Martin's most exhilarating sports car yet,  
the V12 Vantage is the ultimate performance  
interpretation of the Vantage range, combining  
an inherent agility with formidable power

## [ v12 vantage ]

The most potent production sports car in the marque's 95-year history, the Aston Martin V12 Vantage is the fastest and most agile model in the range – designed to provide a unique character that appeals to different drivers with different tastes. Based on the hugely successful V8 Vantage, the V12 Vantage features Aston Martin's most powerful engine, the 6.0-litre V12 engine, which produces 510 bhp (380 kW/517 PS), and 570 Nm (420 lb.ft) of torque with a top speed of 305 km/h (190 mph) and acceleration from 0–100 km/h (62 mph) in 4.2 seconds. Purposeful, striking and functional styling signals the performance capabilities of this formidable car, which, like the Aston Martin DBS, benefits from the use of race-derived technology and features lightweight carbon fibre.

The original V12 Vantage concept was unveiled to guests at the opening of the Aston Martin Design Studio in December 2007. Continuing the marque's impressive record of bringing concepts to market in their original form, Aston Martin engineers brought the V12 Vantage to market in just 12 months. Designed for the focused driver, every component of the V12 Vantage has been honed with pure driving enjoyment in mind; performance and agility have been tuned to perfection. Visually enticing, the V12 Vantage expresses its potential through its purposeful stance created by enhanced aerodynamic and cooling aids. Equally inviting, the cossetting interior permits the driver to extract maximum performance ability from the car while also enjoying customary levels of Aston Martin comfort on longer journeys. High levels of power and torque are available at all engine speeds, making the V12 Vantage responsive and tractable in any driving situation.

Enhanced aerodynamics  
and cooling aids further  
accentuate the V12 Vantage's  
potent performance.





[ v12 vantage ]

Designed for the focused driver, every component of the V12 Vantage has been honed with enjoyment in mind – a definitive driving package, providing spectacular performance, thrilling dynamics and everyday usability

PERFORMANCE

Agility and outright performance formed the basis of design for the V12 Vantage, to produce the most exciting incarnation of the Vantage model line-up to date. Aston Martin's most powerful engine is fused with its most agile model to produce a truly exhilarating sports car. The V12 powerplant has been intelligently packaged into the Vantage's compact form, preserving its perfect proportions. While the external dimensions of the V8 Vantage remain unchanged, the internal front structure has been extensively revised forward of the suspension towers to house the larger engine, brake cooling system, and twin air intake system. The engine is hand-built at the company's dedicated engine facility in Cologne, Germany. To achieve the power output, the engine features a number of enhancements over the standard 6.0-litre V12 found in the DB9. These include a 'by-pass' engine air intake port that opens up at 5500 rpm, a revised induction system and re-profiled air inlet ports that further improve airflow into the combustion chamber to improve performance.

Unique to the V12 Vantage is a 'Sport' button, which allows the driver to choose between two powertrain modes. The default 'normal' provides a more progressive throttle response, suited to more everyday situations, such as driving in urban areas, heavy traffic, or in challenging weather conditions. Selecting 'Sport' mode delivers a sharper throttle response together with a sportier exhaust note. This mode is designed for use in more dynamic driving situations where sharper responses are required, extracting the maximum performance from the car.

CONTROL

Superb handling characteristics are at the heart of the V12 Vantage; the rear suspension has been modified, with a more compact dual-rate spring design, in order to accommodate a wider wheel and tyre combination, improving grip and traction. The ride height of the V12 Vantage has also been lowered by 15 mm, while the spring rates have been stiffened by 45 per cent.

These measures serve to lower the car's centre of gravity and reduce the amount of roll experienced during cornering, further increasing the V12 Vantage's dynamic capabilities. In line with the character of the V12 Vantage, a revised Dynamic Stability Control (DSC) system permits the driver, through three modes of operation, to manage how the system intervenes during more challenging driving situations. In default operation, the DSC is automatically switched on. Depressing the DSC button for two seconds selects 'track mode', which raises the manner and threshold at which the system intervenes, allowing the driver to explore the limits of the car's considerable handling capabilities. Depressing the button for four seconds will switch off DSC completely.

DESIGN

Based on the stunning V8 Vantage originally launched in 2005, the V12 Vantage subtly hints at its sporting intent with its controlled aggression and lower, purposeful stance. Avoiding purely cosmetic changes, each modified panel on the V12 Vantage has been altered to enhance the car's dynamics. Knowledge gained from the N24 race car programme has led to body revisions designed to improve downforce while not increasing the drag coefficient of the car. Each form follows its functional requirements, while also contributing to stunning design. A revised front splitter channels cooling air to the brakes and to the radiator while also producing increased down force. Carbon-fibre bonnet louvres remove heat from the engine bay and help increase front-end down force by limiting the built-up air pressure under the bonnet. New side sills derived from the N24 race car channel air towards the rear of the car rather than under it, reducing rear-end lift. A more pronounced boot 'flip' and the new rear carbon-fibre diffuser work in harmony with a redesigned rear under floor to channel air through the new high-capacity oil cooler and maintain an area of low pressure under the rear of the car, producing increased down force and aiding grip.



A more pronounced boot flip, a new carbon-fibre diffuser, a redesigned underfloor and carbon-fibre bonnet louvres all help increase downforce and grip.

TECHNICAL SPECIFICATION  
v12 vantage



BODY

- Two-door, two-seat coupe body
- Bonded aluminium structure
- Aluminium, magnesium alloy, composite and steel body
- Extruded aluminium door side impact beams
- High Intensity Discharge headlamps (dipped beam)
- Halogen projector headlamps (main beam)
- LED rear lamps

ENGINE

- All-alloy quad overhead camshaft 48 valve 5935 cc V12
- Compression ratio 10.9:1
- Front mid-mounted engine, rear-wheel drive
- Fully catalysed stainless steel exhaust system with active bypass valves
- **Max power** 510 bhp (380 kW/517 PS) at 6500 rpm
- **Max torque** 570 Nm (420 lb.ft) at 5750 rpm
- **Acceleration** 0–100 km/h (62 mph) in 4.2 seconds
- **Max speed** 305 km/h (190 mph)

TRANSMISSION

- Rear mid-mounted six-speed manual gearbox. Alloy torque tube with carbon-fibre propeller shaft
- Limited-slip differential
- Final drive ratio 3.71:1

STEERING

- Rack and pinion
- Column tilt and reach adjustment

SUSPENSION

- **Front** Independent double wishbone incorporating anti-dive geometry, coil springs, anti-roll bar and monotube dampers
- **Rear** Independent double wishbones with anti-squat and anti-lift geometry, dual-rate coil springs, anti-roll bar and monotube dampers

WHEELS

- Front 9" x 19"
- Rear 11" x 19"

TYRES

- Front Pirelli P Zero Corsa 255/35 ZR19
- Rear Pirelli P Zero Corsa 295/30 ZR19

BRAKES

- **Front** Ventilated carbon ceramic discs 398 mm diameter with six-piston callipers
- **Rear** Ventilated carbon ceramic discs 360 mm diameter with four-piston callipers
- Dynamic Stability Control (DSC) with Track mode
- Anti-lock Braking System (ABS)
- Electronic Brakeforce Distribution (EBD)
- Emergency Brake Assist (EBA)
- Traction Control

INTERIOR

- Carbon-fibre door pulls
- Memory seats and exterior mirrors (three positions)
- Sports seats with 10 way electric adjustment, including height, tilt and lumbar adjustment
- Dual-stage driver and passenger front airbags
- Side airbags (Sports seats only)
- Heated rear screen
- Automatic temperature control
- Organic Electroluminescent (OEL) displays
- Trip computer
- Cruise control
- Hard Disk Drive (HDD) satellite navigation system<sup>1</sup>
- Bluetooth telephone preparation<sup>1</sup>
- Powerfold exterior mirrors
- Rear parking sensors
- Auto dimming interior rear-view mirror
- Tyre-pressure monitoring<sup>1</sup>
- Alarm and immobiliser
- Remote-control central door locking and boot release
- Battery disconnect switch
- Tracking device (UK only)

IN-CAR ENTERTAINMENT

- 160 W Aston Martin Audio System
- MP3 player connectivity

OPTIONS

- Lightweight seats with six way adjustment, including front and rear height adjust. (Does not include side airbags or Passenger Airbag Cut-Off Switch)
- 700 W Aston Martin Premium Audio System with Dolby® Pro Logic II®
- 1000 W Bang & Olufsen BeoSound Audio System
- Piano Black fascia trim
- Graphite Alloy fascia trim
- Second glass key
- Personalised sill plaques
- Garage door opener (Europe only)
- Tracking device<sup>2</sup>
- First-aid kit
- Ashtray and cigar lighter
- Boot-mounted umbrella
- Front parking sensors
- Heated seats (Sports seats only)
- ISOFIX and fixed-height passenger seat (Sports seat only)
- Bright finish grille

DIMENSIONS

- **Length** 4380 mm (172.5")
- **Width** 1865 mm (73.5") excluding door mirrors; 2025 mm (80") including door mirrors
- **Height** 1241 mm (49")
- **Wheelbase** 2600 mm (102.5")
- **Fuel tank capacity** 80 litres (17.6 UK gal./21.1 US gal)
- **Weight** 1680 kg (3704 lb)

FUEL CONSUMPTION

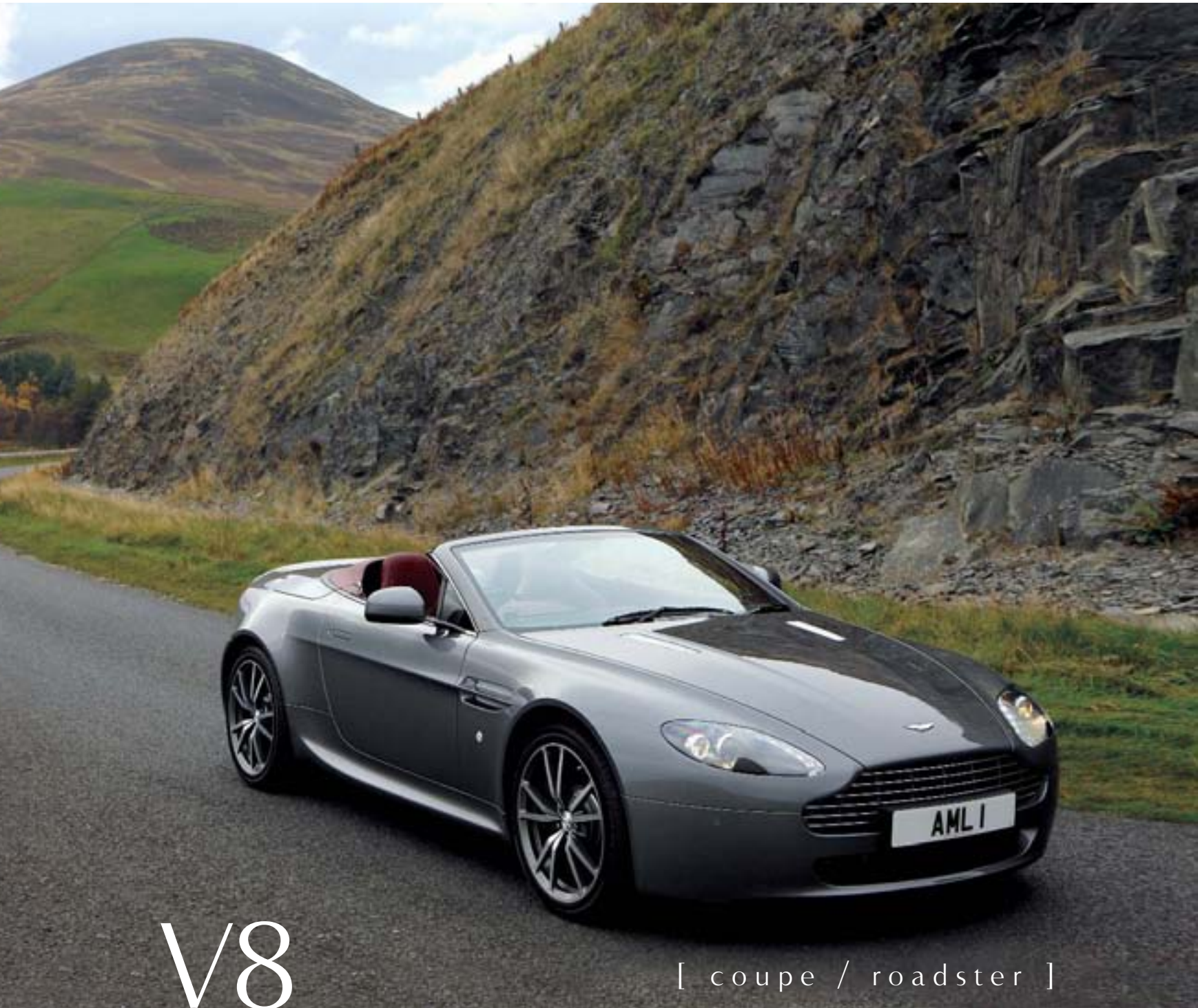
- Litres/100 km (mpg)
- **Urban** 24.26 (11.64)
- **Extra-urban** 11.74 (24.05)
- **Combined** 16.35 (17.28)

CO<sub>2</sub> EMISSIONS

- 388 g/km

<sup>1</sup> Not available in all markets  
<sup>2</sup> Complies with UK Thatcham Category 5 requirements. Excludes subscription. Standard in UK





# V8 VANTAGE

[ coupe / roadster ]

A supreme example of modern automotive design,  
a hand-crafted sports car that offers exceptional performance,  
outstanding agility and everyday usability

## [ v8 vantage coupe ]

The V8 Vantage epitomises Aston Martin's approach to design: a commitment to engineering excellence without aesthetic compromise. Each model shares the same beautiful form, undeniably modern yet with a direct lineage to some of the great Aston Martin models of the past, such as the DB2, DB2/4 and DB4, combining beauty with power and practicality. At the heart of every great sports car is a great engine, and the V8 Vantage Coupe and Roadster are powered by Aston Martin's 313 kW (420 bhp) 4.7-litre V8, developed for both flexibility and outright performance. The V8 also sounds spectacular and is capable of propelling the car to a maximum speed of 290 km/h (180 mph). The engine is so willing, the handling so predictable and the controls so easy to use that it is as comfortable in town or city as it is on winding country roads or even a demanding race circuit.



## [ v8 vantage roadster ]

The design team's brief was to give the V8 Vantage Roadster the look of a well-toned athlete wearing a skin-tight suit – an identity that encapsulates the fusion of craftsmanship, technology, innovation and design excellence. Aston Martin has ensured that the Roadster preserves the V8 Vantage Coupe's light weight, allowing the convertible to exploit its compact size, agility and power to the full. It utilises the VH (Vertical Horizontal) platform's inherent strength to deliver class-leading levels of torsional rigidity. This strength enables the body to form a highly stable platform from which the suspension can control the car, ensuring a strong dynamic 'feel' for the driver. As a result, the V8 Vantage Roadster is one of the most dynamically capable open-top cars on the road. When closed,

the fabric hood retains the car's dynamic and fluid profile. When open, there is an unbroken, flowing line from front to rear, blending seamlessly into the muscular rear haunches. The hood, which stows neatly beneath the aluminium rear tonneau cover, can be deployed in just 18 seconds at speeds of up to 50 km/h (30 mph). Aston Martin's 14th convertible model since 1950, a direct descendant of iconic open-top models such as the DB2, DB5, DB6 and DB7, the V8 Vantage Roadster is a pure sports car that heightens sensations and provides a driving experience synonymous with Aston Martin. Driver and passenger are ensconced in leather-lined luxury within a cabin that displays Aston Martin's celebrated craft and technology skills.





LEFT: The contoured design of the optional lightweight seat offers more support during dynamic driving.  
ABOVE: The optional 1000 W Bang & Olufsen Beosound Audio System has been developed specifically for Aston Martin.

[ v8 vantage coupe ]

The V8 Vantage Coupe is a true high-performance sports car. Taut and aggressive, it is design rich in detail yet never over-complicated. Engineered for performance and precision, it encourages complete synthesis between driver and machine

PERFORMANCE

The V8 Vantage offers superb all-round performance. Aston Martin's 4.7-litre V8 is a light, compact, all-alloy unit, providing high performance and impressive response even at the lower end of the rev range. At 5000 rpm, the engine delivers maximum torque of 470 Nm (346 lb.ft), 77 per cent of which is delivered at just 1500 rpm. A lightweight, all-alloy structure, combined with a front mid-engined layout and rear mid-mounted transmission help to provide the optimum front-to-rear weight distribution, as well as creating a low centre of gravity, all resulting in agility, inspired balance and perfect handling.

DESIGN

The V8 Vantage is one of the world's most beautiful cars: elegant, yet with a controlled aggression; perfectly proportioned, with a low, purposeful stance. The side profile forms a simple sweep with a minimum of unsightly shut lines, a curved line like a bow under tension, while the rear haunches are wide and muscular. At just 4380 mm (172.5") long, the V8 Vantage benefits from the inherent agility that accompanies compact design and excellent weight distribution. Inside, the hand-trimmed cabin offers generous space, not just for driver and passenger, but for luggage too, making the V8 Vantage the perfect ally for a weekend away.

CONTROL

The V8 Vantage delivers superb, responsive handling. A fast-shifting, six-speed manual gearbox is standard and Aston Martin's acclaimed electro-hydraulic Sportshift transmission is optional. Offering precision gear shifts in around 200 milliseconds, the paddle-operated gearbox brings the sporting driver even closer to the car. When the paddles are not in use, Sportshift includes a user-selected 'Auto Drive' mode that will automatically select the right gear for the conditions. A 'comfort' setting allows more relaxed changes. The new optional lightweight seats feature a Kevlar® and carbon fibre construction providing a weight saving of 17kg. Additionally, their contoured design offers more support during dynamic driving in particular.

ENGINEERING

The V8 Vantage is inherently strong and agile. Its all-alloy structure creates a tough passenger cell, and further protection is provided by deformable front and rear crumple zones designed to absorb crash energy. A suite of electronic safety aids helps to keep the V8 Vantage away from accidents and in a potential roll-over situation, sensors in the V8 Vantage Roadster instantly deploy two roll-hoops from the rear tonneau cover.

CRAFTSMANSHIP

The V8 Vantage is hand-assembled and hand-finished. Only craftsmen can deliver the design details and level of finish that Aston Martin engineers and designers demand, creating a quality that is simply not possible in high-volume manufacture. Hand-finished metal mesh grilles and trims are used instead of plastic alternatives, while the single aperture cuts for the headlamps in the front wings of the V8 Vantage could not be matched by any machine. Sit behind the three-spoke steering wheel and set the multi-position, electrically adjustable seats. Feel the quality of the hand-stitched leather rim and sense the intuitive layout of the primary controls.

PERSONALISATION

A range of new optional features – including clear rear lamps, the N400 sill design and Magnum Silver mesh finishes offer the V8 Vantage owner the opportunity to further personalise their car. The optional 1000 W Bang & Olufsen BeoSound Audio System has been designed and developed specifically for Aston Martin, providing a combination of high power and hi-fi sound quality with sleek, functional operation.





[ v8 vantage roadster ]

The V8 Vantage Roadster builds upon the acclaimed design of the Coupe to create a highly desirable convertible offering both high performance and thrilling dynamics



The V8 Vantage's optional Sports Pack features revised springs, dampers and anti-roll bars, further enhanced by the addition of a new lightweight forged-alloy wheel design.

TECHNICAL SPECIFICATION  
v8 vantage coupe | roadster

BODY

- Two-seat, two-door coupe or soft-cover convertible
- Bonded aluminium structure
- Aluminium, magnesium alloy, composite and steel body
- Extruded aluminium door side-impact beams
- Halogen projector headlamps (main beam)
- High Intensity Discharge headlamps (dipped beam)
- LED rear lamps

ENGINE

- All-alloy, quad overhead camshaft, 32-valve, 4735 cc V8
- Front mid-mounted engine, rear-wheel drive
- Fully catalysed stainless steel exhaust system with active bypass valves
- Compression ratio 11.3:1
- **Max power** 313 kW (420 bhp/426 PS) at 7300 rpm
- **Max torque** 470 Nm (346 lb.ft) at 5000 rpm
- **Acceleration** 0–60 mph in 4.7 seconds; 0–100 km/h (62 mph) in 4.9 seconds
- **Max speed** 290 km/h (180 mph)

TRANSMISSION

- Rear mid-mounted, six-speed manual gearbox
- Alloy torque tube with carbon-fibre propeller shaft
- Limited-slip differential
- Final drive ratio 3.909:1

STEERING

- Rack and pinion, power-assisted steering, 3.0 turns lock-to-lock
- Column tilt and reach adjustment

WHEELS & TYRES

- 19" alloy wheels – 20-spoke with a silver painted finish
- **Front** 8.5J x 19" Bridgestone Potenza 235/40 ZR19
- **Rear** 9.5J x 19" Bridgestone Potenza 275/35 ZR19

SUSPENSION

- **Front** Independent double wishbones incorporating anti-dive geometry, coil springs, anti-roll bar and monotube dampers
- **Rear** Independent double wishbones with anti-squat and anti-lift geometry, coil springs, anti-roll bar and monotube dampers

BRAKES

- **Front** Ventilated and grooved steel discs, 355 mm diameter
- **Rear** Ventilated and grooved steel discs, 330 mm diameter
- Radial-mounted four-piston monobloc calipers
- Dynamic Stability Control (DSC)
- Anti-lock Braking System (ABS)
- Electronic Brakeforce Distribution (EBD)
- Emergency Brake Assist (EBA)
- Positive Torque Control (PTC)
- Traction Control

INTERIOR

- Full grain leather interior
- Alcantara headlining
- Gunmetal alloy fascia trim and Graphite centre console finish
- Electrically adjustable seats
- Powerfold exterior mirrors
- Dual-stage driver/passenger front airbags
- Side airbags
- Heated rear screen
- Automatic temperature control
- Organic Electroluminescent (OEL) displays
- Trip computer
- Glass ECU
- LED map-reading lights
- Rear parking sensors
- Tyre-pressure monitoring<sup>1</sup>
- Alarm and immobiliser
- Remote-control central door locking and boot release
- Battery disconnect switch

IN-CAR ENTERTAINMENT

- 160 W Aston Martin Audio System with six-CD autochanger
- Integrated Apple iPod® connector<sup>2</sup>
- USB connectors with Waveform Audio Format (WAF), Windows Media Player (WMA) and MPEG (MP3) audio file compatibility

OPTIONS

- Sportshift<sup>3</sup> automated manual transmission
- N400 sill design
- Personalised sill plaques
- Magnum Silver bonnet and side strake meshes
- Clear rear lamps
- Sports Pack with 5-spoke forged alloy wheels with diamond turned and Silver finish
- Sports Pack with 10-spoke forged alloy wheels with diamond turned and Graphite finish
- 10-spoke forged alloy wheels with diamond turned and Silver finish
- Alternative brake caliper finish – black, red, silver
- 19" alloy wheels – 20-spoke diamond-turned with a Graphite painted finish
- Microspin Alloy fascia trim
- Piano Black fascia trim
- Iridium interior with Piano Black fascia trim
- Iridium interior with Prism Alloy fascia trim
- Second glass key
- Lightweight seats
- Memory seats and exterior mirrors (three positions)
- Heated seats
- Perforated leather seat inserts
- 700 W Aston Martin Premium Audio System with Dolby® Pro Logic II®
- 1000 W Bang & Olufsen BeoSound Audio System
- Polished alloy treadplates

- Auto-dimming interior rear-view mirror<sup>1</sup>
- Auto-dimming interior rear-view mirror with garage door opener<sup>1</sup>
- Alarm upgrade (volumetric and tilt sensors)
- Hard Disk Drive (HDD) satellite navigation system<sup>1</sup>
- Satellite radio system (USA only)
- Front parking sensors
- Tracking device<sup>4</sup>
- First-aid kit
- Ashtray and cigar lighter
- Cruise control
- Bluetooth telephone preparation
- Boot-mounted umbrella

DIMENSIONS

- **Length** 4380 mm (172.5")
- **Width** 1865 mm (73.5") excluding mirrors; 2025 mm (80.0") including mirrors
- **Height** (Coupe) 1255 mm (49.5")
- **Height** (Roadster) 1265 mm (50.0")
- **Wheelbase** 2600 mm (102.5")
- **Front track** 1570 mm (62.0")
- **Rear track** 1560 mm (61.5")
- **Turning circle** (kerb to kerb) 11.1 m (36.5 ft)
- **Boot capacity** (Coupe) 300 litres (10.6 cu ft)
- **Boot capacity** (Roadster) 144 litres (5.0 cu ft)
- **Fuel tank capacity** 80 litres (17.6 UK gal/21.1 US gal)
- **Weight** (Coupe) 1630 kg (3595 lb)
- **Weight** (Roadster) 1710 kg (3770 lb)

FUEL CONSUMPTION<sup>5</sup> – Manual  
Litres/100 km (mpg)  
• **Urban** 19.1 (14.8)  
• **Extra-urban** 10.0 (28.3)  
• **Combined** 13.3 (21.2)

FUEL CONSUMPTION<sup>5</sup> – Sportshift<sup>3</sup>  
Litres/100 km (mpg)  
• **Urban** 18.7 (15.1)  
• **Extra-urban** 9.2 (30.7)  
• **Combined** 12.7 (22.2)

GAS MILEAGE (North America only)  
Manual  
• **City** 12 mpg  
• **Highway** 19 mpg

GAS MILEAGE (North America only)  
Sportshift<sup>3</sup>  
• **City** 14 mpg  
• **Highway** 20 mpg

CO<sub>2</sub> EMISSIONS<sup>1</sup>  
• 315 g/km – manual  
• 300 g/km – Sportshift<sup>3</sup>

1 Not available in all markets  
2 iPod® is a trademark of Apple Inc., registered in the USA and other countries  
3 Sportshift trademark is used under licence from Prodrive (Holdings) Ltd  
4 Complies with UK Thatcham Category 5 requirements. Excludes subscription. Standard in UK  
5 Data not applicable to North American market







## [ carbon black special editions ]

The DBS and V12 Vantage have undergone a makeover to create two highly desirable special editions featuring a bespoke Carbon Black metallic paint, especially formulated to create a deep, rich patina. Each car will undergo 50 man-hours of hand painting followed by stringent quality checks



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