

MOBILE

Aston Martin transfers brochure collection to app for browsing efficiency

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From Aston Martin brochure app

By JOE MCCARTHY

British automaker Aston Martin is aiding the researching process with a new brochure application that houses content on all the brand's models.

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Mini brochures for seven vehicles, brand background and customization options can be accessed. For showroom associates, the brochure app will help clarify vehicle attributes and execute sales.

"We feel that our dealership network appreciates the quality and production of our printed brochures, but provision in a flexible electronic format like this provides greater flexibility and ease of access, particularly in an event context as an example," said Matthew Clarke, brand communications manager of [Aston Martin North America](#), Irvine, CA.

Less clutter

The Aston Martin Official Brochure Collection attempts to consolidate all of the brand's conventional showroom brochures. Rather than picking up 10 or more brochures to

browse the brand's offers, consumers can now download the app. Beyond saving consumers time, the app also cuts down on the brand's paper use.

Brochures trail an automaker where it goes and the brochure app will reduce the inherent clutter.

When the app opens, fans are asked to provide location information and to accept push notifications. Then, a questionnaire seeks to gather personal information. This section can be skipped.

The brochures are arrayed side-by-side on a gray background, as if on a table. Consumers can switch to a thumbnail display to see all brochures at once.



Aston Martin brochure app

Each brochure that a consumer wants to browse has to be independently download. Most of the brochures are around 10 pages and, although swipe-friendly, consumers have to zoom-in to read content.

The first brochure gives a comprehensive look at the brand's product line, extension lines and brand experiences with campaign-worthy images. By far the biggest brochure, consumers will be able to get a full sense of Aston Martin by swiping through.

Aston Martin Brochure app 2

Aston Martin brochure app

At the end of the brochure, fans are invited to share their experience on social media.



Aston Martin brochure app

The next seven brochures briefly delve into the Vantage S, the Vantage GT, the V12 Vantage S, the DB9, the DB9 Carbon Edition, the Rapide S and the Vanquish.

Aston Martin's V12 Vantage S brochure describes the inspiration behind the car, its legacy and breaks down features and capabilities.



Aston Martin brochure app

The app can be downloaded for free [here](#).

All at once

Aston Martin has previously taken an expansive approach to apps.

For instance, the automaker showcased its bespoke capabilities with a configurator application that lets enthusiasts play with possibilities.

The configurator app features the full range of Aston Martin models and allows fans to tinker with all the customizable details that a prospective consumer would encounter at a dealership. Also, the app gives consumers far more time to mull over their final vehicles, which may increase satisfaction ([see story](#)).

Many automakers like to take this all-at-once approach to apps. Rather than dedicating apps to a single vehicle, apps are built to house the entire brand.

For example, The Audi Library app provides fans with an in-depth, image-heavy look at various models and will continue to add more content as time goes on ([see story](#)).

Audi also sees value in simplifying the showroom experience.

The Audi Progressive Retail Experience revolves around the Sales Assist app that uses a variety of functions to present product information to the consumer in helpful ways. The new program goes on to encapsulate the entire consumer journey, assisting consumers well beyond an Audi purchase ([see story](#)).

Interestingly, Aston Martin chose to release the brochure app in six languages, which speaks to the brand's global commitments.

"We are an international brand and try to reflect that in our printed materials wherever possible," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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