

COMMERCE

Aston Martin looks to Asia with new executive

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Aston Martin's 2015 V8 Vantage Roadster GT

By STAFF REPORTS

British automaker Aston Martin is reinforcing its Asian Pacific activities with the hire of a new regional director.

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Patrik Nilsson will take time to become acquainted with the brand and its United Kingdom operations, after which he will move and be based in the company's Singapore headquarters. Mr. Nilsson brings experience from working at other luxury automakers McLaren and Porsche.

New leadership

While at McLaren, Mr. Nilsson was mostly in charge of European operations. Before that, he worked at Porsche and Koenigsegg in sales.

In a brand statement, Mr. Nilsson said, "The next couple of years will, I'm sure, present some fantastic opportunities to grow and develop the Aston Martin business in the Asia Pacific region, and I'm very much looking forward to helping the brand flourish there."



Patrik Nilsson

Other automakers have bolstered their Asian presence with new facilities and hires.

Daimler Greater China is improving its operations with a new Mercedes-Benz Research and Development Center in Beijing.

The conglomerate invested \$141 million in Beijing-based research and development facilities, with \$17 million going into the newest location. China is rapidly becoming the central market for automakers, and many brands are rushing to secure a customer base ([see story](#)).

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