

IN-STORE

Aston Martin continues Asian market focus in Seoul

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Aston Martin's 2015 V8 Vantage Roadster GT

By STAFF REPORTS

British automaker Aston Martin is increasing its retail presence across Asia with its first showroom in Seoul, South Korea.

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Aston Martin plans to open the doors to its showroom at 235 Banpo St. in the Seocho-gu neighborhood of Seoul in April 2015. The showroom will be the first and only official showroom in all of South Korea and is part of Aston Martin's global expansion, including key markets in Asia.

Heart and Seoul

Seoul's Aston Martin dealership will be operated by Kiheung International Limited Company. The 1,500-square meter dealership showroom will be state-of-the-art and showcase Aston Martin's family of models.

CEO of the Seoul dealership, Lee Kei Wung said, "As befits this great British luxury sports car brand, Aston Martin Seoul will strive to constantly exceed our customers' expectations in every way. The new dealership we are establishing here will provide exceptional after sales services."

Mr. Kei Wung also noted that South Korean technicians working for the dealership have completed an Aston Martin training course in England. This will help Korean consumers trust the quality of care their vehicles will receive during service and maintenance.



Aston Martin model

To this point, Christian Marti, Aston Martin global sales director, said, “Offering the highest levels of sales and after-sales service to our owners around the world is fundamental for our business, and I’m very pleased that we have been able to add further dealer coverage in this key region.”

The opening in Seoul supports Aston Martin’s efforts in the region. Recently, Aston Martin reinforced its Asian Pacific activities with the hire of a new regional director.

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 ([see story](#)).

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