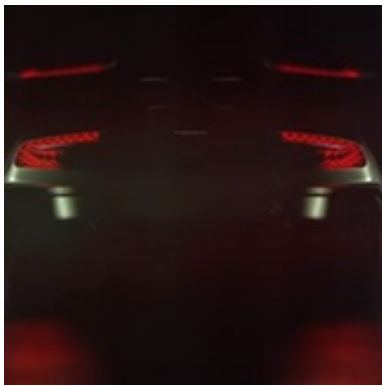


INTERNET

Aston Martin likens vehicle to airplane for teaser

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Video still

By STAFF REPORTS

British automaker Aston Martin is giving consumers a preview of its Vulcan model with a short social video.

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With the Vulcan set to debut at the Geneva Auto Show March 3, Aston Martin kept a level of mystery in the teaser, showing only the car's lights. As automakers gear up for the trade show, teasing their showcase vehicles via social media is a way to draw more interest for their display once the event opens.

Sneak peek

Aston Martin's video is only 28 seconds long, and is introduced with the phrase "Prepare for takeoff." From complete darkness, the car springs to life, scored with dramatic music.

The outline of the rear of the car is barely visible, until the back lights come on and the engine revs. The driver pulses the ignition a few times, with bright lights appearing at the front of the car, flashing in time to the rises of the engine.

Within a day of its release, the video had more than 24,000 views.

Embedded Video: https://www.youtube.com/embed/ktD_ueZtReg

Aston Martin Vulcan - Teaser

According to [Automotive News](#), the Vulcan is intended only for racetrack use, and will not be legal for regular street driving. Even though the Vulcan is going to be limited in production and will not be suitable for consumers to drive casually, the hype being built around it may create more attention for the automaker's Vantage GT3 special-edition, also making its public debut in Geneva.

Other automakers are drumming up interest for the show with snippets of information about the models they will be unveiling.

British automaker Rolls-Royce Motor Cars demonstrating its levels of craftsmanship with a new bespoke one-off car.

Serenity, set to be unveiled also at the Geneva International Motor Show, takes inspiration from its cars that have escorted royals. Rolls-Royce intends for this vehicle to further associate its name with the concept of bespoke ([see story](#)).

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