

COMMERCE

## Aston Martin quickly enters Indonesia after luxury tax removal

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*Aston Martin's 2015 V8 Vantage Roadster GT*

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By STAFF REPORTS

British automaker Aston Martin is increasing its dealership footprint with its latest outpost in the Indonesian capital of Jakarta.

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Aston Martin operates a number of dealership within China where its brand awareness is strong, but in Indonesia and other Southeast Asian countries, the automaker has yet to establish a physical presence. Opening a dealership showroom is likely to cause an increase in interest from affluent Indonesians who come in for test drives and purchases.

### Inside Indonesia

The automaker announced its first dealership in Indonesia on its social media account. By doing so, its global network of fans, some of whom may be located in Indonesia, will be aware of the brand's expansion.

Aston Martin's standalone facility features a reception area and new car showroom that reflects the automaker's "distinctive and elegant corporate identity." The showroom's interior has been designed and decorated to Aston Martin's "international standard" to present Indonesian consumers with a "truly unique and comprehensive luxury

experience.”



### *Opening ceremony of Aston Martin, Jakarta*

Including the Indonesian dealership, Aston Martin now operates 140 showrooms throughout the world.

Going forward, it is likely that Indonesia will see a spike in interest from luxury brands that do not currently operate bricks-and-mortar storefronts in the country. This is because Indonesia recently removed the luxury tax on most goods to combat slow growth in its economy and encourage consumers to purchase more merchandise at home.

In an announcement on June 11, the finance minister of the country said that the majority of items would now be exempt from the previous up to 75 percent luxury tax. Domestic consumption had slowed, but this tax relief is aiming to boost shopping spree sales before the period of fasting during Ramadan ([see story](#)).

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