

COMMERCE

Aston Martin celebrates cinematic heritage with Bond vehicle

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Aston Martin DB9 GT Bond Edition

By STAFF REPORTS

British automaker Aston Martin is commemorating its role in the James Bond film franchise over the last 50 years with a new limited-edition model tied to the release of “Spectre.”

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The DB9 GT Bond Edition, of which only 150 will be produced, includes a host of accessories and trim features that honor the link between the fictitious spy and his car of choice. This model is apt to appeal to both car and film collectors, allowing them to have a piece of the Bond world in their own garage.

Movie memorabilia

Aston Martin says the Bond Edition has the most powerful engine of any DB9, capable of generating 547 PS. It can go from zero to 60 mph in 4.5 seconds, and can reach a top speed of 183 mph.

Inside, references to the famous spy abound, with window sill plaques featuring the 007 logo, a gun barrel embroidered in between the two rear seats and a Bond startup screen in the infotainment center.

The model also comes with accessories that pay homage to Bond, including a 21-inch trolley case with an embossed leather luggage tag and an Omega Seamaster Aqua Terra 150m James Bond limited-edition timepiece, which features an Aston Martin branded strap.



Omega Seamaster Aqua Terra 150m James Bond

The \$254,000 vehicle became available in markets worldwide on Sept. 2.

Aston Martin CEO Dr. Andy Palmer said in a statement, “Aston Martin and James Bond are intrinsically linked in the minds of many of our enthusiasts and indeed, owners, worldwide. In the run-up to the launch of the new film, Spectre, which sees Bond behind the wheel of the DB10, we are very happy to be able to celebrate the partnership with this superb limited edition DB9 GT collector’s item.

“I’m sure the 150 owners worldwide who succeed in acquiring one of these exceptional sports cars will, like the rest of us, delight in seeing Spectre when it is released later this year.”

James Bond films are a popular platform for luxury brands, due to the operative's luxurious lifestyle.

In addition to Aston Martin, the new James Bond film will feature Jaguar Land Rover's cars ([see story](#)).

U.S. apparel label Tom Ford has announced it is reprising its role as the brand behind the attire of James Bond in the upcoming film, Spectre.

High-end brands often work with the costume designers of Hollywood films due to the relationship the label oftentimes has already established with the actors, or to create a large field of visibility for its products. The James Bond franchise is an especially good match for a luxury brand due to the sophistication of the clothing worn by the character,

the situations he finds himself in and, of course, his sports cars ([see story](#)).

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