

EVENTS/CAUSES

Aston Martin slides Down Under to demonstrate vehicle finesse

April 14, 2016



Aston Martin DB11

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British automaker Aston Martin is taking its consumers Down Under with its latest program.

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Aston Martin will host its On Ice program in Queenstown, New Zealand from Aug. 22-28, the first time the initiative has taken place in the Southern Hemisphere. The On Ice program offers consumers a memorable branded experience that reinforces the affinity of loyalists and also endears new consumers to the brand.

"Aston Martin is proud to host its first ever ice driving program in New Zealand, with a unique driving venue which is the only one of its kind in the southern hemisphere," said Patrik Nilsson, regional director at Aston Martin, Asia Pacific. "The program is open to customers from all markets, although we anticipate strong take up from our New Zealand clients as we have one of our strongest global market shares here. This extraordinary event will be the first opportunity in Asia Pacific for our clients to drive DB11."

The land down under

Aston Martin On Ice allows consumers the opportunity to test the brand's vehicles in the most extreme conditions, giving them a chance for the type of driving they could not undertake otherwise. At the same time, extreme conditions allow Aston Martin to show off the finesse and control of its vehicles.

Expert instructors will be on-hand to ensure safety and to educate consumers about the design and engineering feats that allow for smooth handling on difficult terrain. Drivers of all experience levels are welcome.

Beyond selling consumers on the quality of the product, however, Aston Martin On Ice will create memorable stories for consumers that could influence purchase decisions in the future. Luxury's turn toward experiential has seen brands across many sectors offer experiences that money can't buy to consumers.

The August event will take place at Queenstown's Millbrook Resort, nestled in a 500-acre alpine backyard that gives guests memorable views of the region's natural landscapes.



Aston Martin Vulcan

Making the event extra special, the New Zealand event marks the first chance that consumers have to drive Aston Martin's DB11 in the Asia-Pacific region. Given the notoriety of the DB line, this opportunity will incentivize particularly enthusiastic Aston Martin customers.

While the On Ice program has been held several times in Europe and North America, holding one in the Southern Hemisphere and Asia Pacific region will help a different market segment see the brand in a new light. Senior staff will also be present to bring these consumers closer to the brand and elicit feedback that could be useful for future marketing.



New Zealand on ice promotional photo

"The New Zealand On Ice program will be an unforgettable experience, not least with the recent confirmation that DB11 will be included in the model line-up for the event," Mr. Nilsson said. "Guests will experience the power and soul of the various Aston Martin models on ice and snow in one of the most stunning locations in the world."

Cool down

Allowing consumers to drive on ice is representative of the automotive sector's embrace of the experiential economy.

For example, Italian automaker Maserati also demonstrated the snow-friendly properties of its Q4 all-wheel drive system with a limited engagement in Aspen, CO.

From Feb. 11-20, consumers were able to test-drive the brand's all-wheel drive sedans, the Quattroporte and the Ghibli, in the mountainous ski town from a number of local resorts. While automakers may tout their vehicles' handling in snowy conditions, nothing is as convincing for a potential customer as experiencing a feature in action ([see story](#)).

Aston Martin has also taken other steps to immerse itself within today's experiential economy.

Besides ice driving, Aston Martin is also offering adventurous consumers a taste of elegance.

Alongside travel retailer Elegant Resorts, the automaker is offering a once-in-a-lifetime opportunity to tour Scotland, England and Italy in one of its sports cars. Such offerings are gaining popularity within the automotive sector because they introduce the brand to travelers and create ties to less tangible experiences ([see story](#)).

"The [ice driving] program has a wide appeal, with customers, brand enthusiasts and those with no previous experience of the brand all expressing interest," Mr. Nilsson said. "Aston Martin regularly creates unique

experiences, and our senior staff generally host at these events providing clients with a close relationship to the brand."

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