

COMMERCE

## Aston Martin, Bonhams offer consumers automotive heritage

May 12, 2016



*1953 Aston Martin DB3S*

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By FORREST CARDAMENIS

British automaker Aston Martins is teaming with auction house Bonhams to offer its most loyal consumers a piece of its history.

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**Luxury Daily**

On Saturday May 21, Bonhams will hold an auction of Aston Martin vehicles headlined by the 1953 DB3S racecar. The ongoing partnership between the two brands is by now a staple of the automotive calendar.

"[Bonhams] is one of the most respected auction houses for classic cars and automotive memorabilia and other related artifacts and have been a partner for years," said Simon Sproule, vice president and chief marketing officer of [Aston Martin](#). "They were the first partner for us when we did the first auction and they delivered—they deliver."

A piece of history

This is the 17th year that Bonhams will hold an Aston Martin sale, having not missed an opportunity since the first one in 2000. It will once again take place at Aston Martin Works in Newport Pagnell in Buckinghamshire, England.



*1953 Aston Martin DB3S interior*

Aston Martin Works is the brand's historic home and includes a heritage service and restoration facility holding vehicles dating all the way back to the brand's 1913 beginning. Accordingly, the auction focuses on older, vintage Aston Martins.

The 1953 DB3S is this year's biggest prize and is projected to sell for between £6-7 million, or around \$8.7-10.1 million. Other coveted Aston Martin vehicles, including the James Bond-driven DB10, have recently outperformed their estimates, suggesting that the vehicle could be auctioned off for an even higher price.

The DB3S is one of only 11 work cars built for the World Sportscar Championship. It is notable for having been raced by Sir Stirling Moss, Tony Brooks, Peter Collins, Roy Salvadori and Reg Parnell, all icons of British auto racing, and competed at the Mille Miglia, Spa Grand Prix and Nürburgring 1,000kms.



*1963 Aston Martin DB4 Series V Vantage Convertible*

Joining the DB3S is a 1962 Aston Martin DB4 Convertible estimated to bring in upwards of \$2 million and one of just five 1963 Aston Martin DB4 Series V Vantage Convertible with a right-hand-drive. A DB5 Convertible from 1964 and the particularly rare 1968 Aston Martin DB6 "Mark I" Volante will also be auctioned.

“We are very proud of our heritage at Aston Martin, so it is fascinating to hear about the histories of the cars that come up for sale at these auctions,” said Aston Martin President and CEO Dr Andy Palmer in a statement. “Some of our cars have led extremely interesting lives.”

At 17 years running, the auction is by now an anticipated event on the calendar of Aston Martin enthusiasts as it offers them an opportunity to interact with and own a piece of the brand’s history, helping to cement or deepen ties.



*1968 Aston Martin DB6 Mk1 Volante*

The visibility among Bonhams’ consumers also serves to educate a new consumer segment about the automaker’s history, ensuring that they are considered the next time the consumer is in the market for a sports car.

Those interested in bidding can register to do so on Bonhams’ [Web site](#).

### **Automotive auctioneers**

Aston Martin’s rarest and most storied vehicles routinely find themselves as coveted lots.

British automaker Aston Martin recently gave consumers one last chance to feel like James Bond.

On Feb. 18, Christie’s celebrated the home video release of “Spectre,” the latest James Bond film, with a themed charity auction fronted by Aston Martin’s DB10. The auction gave Bond fanatics a chance to live their dream, while the spy’s popularity ensured hefty earnings for a good cause ([see story](#)).

Bonhams is a partner for automotive auctions to more than just Aston Martin.

British automaker Bentley and Bonhams recently brought worlds together in the name of palliative and hospice care.

The automaker and British pop art legend Sir Peter Blake created a unique vehicle, which Bonhams will auction off in June to raise funds for Care2Save Charitable Trust. Charitable endeavors always reflect well on participants, and this initiative allows Bentley a chance

to show off its creativity and vision ([see story](#)).

"Classic cars and asset cars have outperformed many other asset classes—art-related, wine, whatever you might like, and certainly conventional assets," Mr. Sproule said. "The classic car market has brought new customers in and that helps us because when you see the market of the brand reflected through very robust pricing, that helps reinforce the value of the Aston Martin brand.

"It boosts our reputation and courages [consumers] to invest in a new car because they see Aston Martin retains value," he said. "So it builds us credibility as a treasured brand."

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