

AUTOMOTIVE

## Aston Martin moves beyond automobiles to showcase the Art of Living

June 13, 2016



*Aston Martin Art of Living*

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By FORREST CARDAMENIS

British automaker Aston Martin is diversifying its brand by highlighting the Art of Living.

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The Art of Living campaign compiles a selection of products and experiences that go “Beyond Beautiful Cars” to develop a more cohesive branded lifestyle. Automakers have been following consumers’ move toward the experiential, and the Art of Living initiative primes Aston Martin to harness the purchasing power of those commercials.

"Art of Living is the ultimate Aston Martin experience, where the customer can feel part of the essence that makes Aston Martin special," said Marek Reichman, executive vice president and chief creative officer at [Aston Martin](#).

"They will experience unique events that bring home the feeling and sense of Aston Martin, for instance trips or adventures that involve senior members of the company at CEO and EVP level and through products that are exclusive and rare in their own right," he said.

## The art of living

The Art of Living leverages partnerships across sectors for unique products and exclusive experiences, ranging from travel to time on the racetrack and everything in between. While some of these components do not directly relate to vehicles, they represent a way of life that the brand sees itself akin to.

“Aston Martin’s Art of Living distills our spirit and ethos,” Mr. Reichman said. “It is a beautiful mix of design, technology and style to enhance your life. It is deep in our culture, it is in everything we create for our customers.”



*Aston Martin Quintessence/Yachts boat*

Among the offerings of the Art of Living is a 37-foot powerboat created in partnership with Quintessence Yachts. The boat will take after the automaker in mixing the Aston Martin aesthetic with a high level of craftsmanship.

Aston Martin has also partnered with Marma London to create an eyewear line inspired by Aston Martin Racing vehicles.

A chance to endure the 24 Hours of Le Mans race, taking place June 17-19, is the first Art of Living experience that consumers can sign up for. Guests will meet the Aston Martin team’s racing drivers and watch the race from some of the best seats available after being helicoptered in ahead of the crowds.



*Aston Martin Art of Living promotional image*

Other upcoming experiences include a similar polo experience at the Jaeger-LeCoultre Gold Cup in mid-July, an opportunity to drive the DB11 vehicle. Trips to explore the architecture and technology of Japan, the culture and of Cuba, California's wineries and Paris' fashion houses are also available.

These and other Art of Living experiences, as well as editorial highlighting culinary hotspots, the convergence of art and technology and profiles of various locales will all feature on a newly launched [Web site](#). There, consumers can register to stay up-to-date on all Art of Living offers or to be contacted for more information regarding specific events.

Car sales among younger consumers are weary, largely because urbanization and disruptors such as Uber and Lyft have transformed a product that was once a necessity into an option.



*Aston Martin Art of Living*

To these consumers, a beautiful car may no longer be a covetable luxury. That possibility has forced brands to diversify their offerings in a way that could eventually lead to or substitute for the car sale.

Beyond beautiful cars

Aston Martin has hinted at its Art of Living with previous experiential promotions.

For example, earlier this year the brand began offering adventurous consumers national tours with a promise 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](#)).

Aston Martin is not the only luxury automaker stretching its offerings beyond automobiles. Later this year, British automaker Bentley Motors will introduce a handful of clients to the extraordinary world of South America.

In September and October, Bentley will welcome just 40 guests to Bolivia and Chile, where on- and off-road adventures in some of the world's most stunning landscapes await. Consumers' interests have gravitated toward the experiential end of the spectrum, and automakers are responding with exclusive trips abroad ([see story](#)).

"Our customers' tastes and values matched at Aston Martin; our customers are connoisseurs, people with individual style and taste," Mr. Reichman said. "The offering goes out to anyone who wants to be involved or wants to feel part of the exclusive family at Aston Martin."

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