

AUTOMOTIVE

## Aston Martin taps Tom Brady for undisclosed partnership

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*Tom Brady and Aston Martin video still*

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By STAFF REPORTS

British automaker Aston Martin is aligning itself with Super Bowl LI MVP and New England Patriots quarterback Tom Brady for a yet-to-be-announced collaboration.

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Mr. Brady is the now undisputed, best-ever quarterback to play professional football in the NFL after winning his fifth Super Bowl in seven appearances with the Patriots. Given his fame as a star athlete, Mr. Brady has inked endorsements deals with brands such as Under Armour athletic wear, Ugg boots and Movado watches, contracts that earn the quarterback a reported \$184 million each year.

MVP

Although no details have been publicized by the automaker, Aston Martin published a short, 30-second video to its social channels over the weekend. The teaser's debut was shared ahead of Mr. Brady and the Patriots' overtime win against the Atlanta Falcons on Feb. 5.

Aston Martin's teaser starts with a closeup shot of a football helmet with the automaker's logo centered on the screen. As the clip continues, the helmet shot switches to a football scrimmage as the words "Beautiful is powerful" are shown.

In between football-themed vignettes, aspects of an Aston Martin vehicle are shown, such as a grille and the embroidering of a headrest. Text continues to describe beautiful as "dedication" and "achieving greatness."

Aston Martin's teaser ends with a coming soon announcement, but does not give any clues as to if the partnership with Mr. Brady is for an upcoming vehicle campaign or for the automaker's lifestyle line.

*Tom Brady and Aston Martin - Coming Soon*

Similarly, British automaker Bentley Motors elevated its partnership with Swiss watchmaker Breitling in 2013 by touting soccer star David Beckham as the campaign's ambassador.

The Breitling for Bentley collection featured numerous automotive-inspired watches that likely attracted automotive

fans. Mr. Beckham already acts as Breitling's global brand ambassador so extending his presence to Bentley signaled strong rapport between the two brands ([see story](#)).

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