

AUTOMOTIVE

Aston Martin parades \$70M worth of vehicles to celebrate new factory

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Vintage Aston Martin models are featured in the automaker's latest film effort

By BRIELLE JAEKEL

British automaker Aston Martin is ushering in the opening of its second South Wales manufacturing plant in the United Kingdom with a fun video that simultaneously shows off the state-of-the-art facility along side its vehicles' power.

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Aston Martin takes 28 of its vehicles for a spin around its new St Athan plant in its latest film. The video features stunt driving with an inventory of cars worth a total of approximately 65 million euros, or \$70 million at current exchange.

"The film celebrates 104 years of Aston Martin heritage and signifies the beginning of work to create our new state-of-the-art manufacturing facility in Wales where production of the new DBX will be housed," said Matthew Clarke, general manager of marketing and communications at Aston Martin.

Stunts and video

Celebrating its 104th anniversary, the automaker is having a little bit of fun in its newest facility with this video. Originally under operation from the U.K.'s Ministry of Defense, upgrades are underway to convert the facility into Aston Martin's next manufacturing plant.



Aston Martin driver takes out cars

The video brings together Aston Martin Racing's World Endurance Championship drivers Darren Turner and Nicki Thiim, Aston Martin chief engineer Matt Becker and president/CEO Any Palmer.

Mr. Turner, Mr. Thiim and Mr. Becker show off their driving abilities while playing with 28 of Aston Martin's most iconic models.

Aston Martin's film begins with beautiful landscape views of South Wales. Each driver then appears operating his own Aston Martin car with text introducing him, one by one.

They pull up to the new facility, where a sign reveals its location and warns "no unauthorized entry." The men park their cars and admire the exquisite inventory of Aston Martin cars lined up before walking out of the warehouse.

The next morning, the men sneak back into the facility while a security guard sleeps on the job.

One man exclaims, "This is going to be fun," and each of them take off in different Aston Martins. The three drive around the buildings, which used to be hangars for the Military of Defense.

They race, perform driving stunts and continually try out different cars from the Aston Martin inventory.



Aston Martin drivers show off inventory

While the drivers then stumble upon three vehicles covered with sheets in a separate hangar, Aston Martin CEO Mr. Palmer arrives at the facility. After talking to many security guards who are unaware of the drivers' shenanigans, he discovers skid marks left behind.

Mr. Turner, Mr. Thiim and Mr. Becker can hear the CEO's car pull up and quickly disappear. Mr. Palmer then lectures the security guards and makes a comment about them not getting their company cars.

Aston Martin's video

Martin marketing

Aston Martin recently gave back to its local community through the gift of wheels.

After hearing that the nonprofit Helping Hands' delivery van had been stolen, Aston Martin stepped in with a new vehicle. While internationally recognized brands often align with global charities, choosing to help neighborhood organizations can help reinforce heritage through generosity ([see more](#)).

The British automaker also supported its mission to branch out as a lifestyle brand rather than just automotive with an in-store exhibit celebrating the work of an acclaimed photographer.

Aston Martin's "Mark Shaw: A Moment in Time" commemorated the work of the late photographer by displaying his art from the 1950s, featuring photographs of fashion and celebrities. The exhibit opened at Aston Martin's experimental boutique, No. 8 Dover Street in London, following the city's Fashion Week ([see more](#)).

"The film offers a unique view of 28 very rare Aston Martins from our history with a combined value of 65m (circa \$85m at current exchange rates), bringing them together to celebrate the transfer of ownership of the three super hangars at St Athan (in Wales) to Aston Martin," Mr. Clarke said.