

AUTOMOTIVE

Aston Martin sets sights on US market with Tom Brady-fronted effort

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Tom Brady was recently appointed as an Aston Martin ambassador

By BRIELLE JAEKEL

British automaker Aston Martin is showing off its athleticism with a long-term partnership featuring a new face for the brand.

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Aston Martin's "Category of One," will be the start of a brand ambassador program with NFL quarterback Tom Brady. Aston Martin is hoping to align its brand with the prestige of Mr. Brady's career.

"Tom is one of the most renowned and respected athletes of all time and we are proud to be associated with him," Matthew Clarke, general manager of marketing and communications at Aston Martin for the Americas, Irvine, CA. "Aston Martin is growing a global network of exceptional individuals and groups passionate about the Aston Martin brand to help share our story around the world."

Aston Martin athleticism

Mr. Brady is signed on long term to be a spokesperson for the brand in a series of content campaigns.

The first tier of the partnership will result in the Category of One campaign in which Mr. Brady will touch on his affinity for “the love of beauty,” a phrase often used by the automaker.

Later this year, Mr. Brady will debut as an Aston Martin representative as part of the campaign.

Aston Martin’s partnership with Mr. Brady is a part of its “Second Century” plan, which has come after a new leadership. The automaker named Laura Schwab president for Aston Martin the Americas, looking to grow its business in the region through her marketing and sales experience.

Ms. Schwab was most recently at Jaguar Land Rover, where she served as marketing director overseeing marketing communications, events, sponsorships, consumer engagement and corporate social responsibility. Adding new talent from within the automotive industry may bring Aston Martin a new perspective ([see more](#)).

Aston Martin marketing

A new vehicle will come out of the partnership as well. Mr. Brady will curate his own Aston Martin based on the Vanquish S.

The Tom Brady-inspired car will be unveiled later this summer. The design and production process will be documented and shared as part of marketing content for the brand.

To announce the partnership, Aston Martin is sharing a video on social media showing Mr. Brady working with photographers on the upcoming first campaign.

Aston Martin also recently ushered 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 alongside its vehicles' power.

The automaker takes 28 of its vehicles for a spin around its new St Athan plant in a 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 ([see more](#)).

"Beyond any conventional ambassadorial deal, Tom will be collaborating with our Chief Creative Officer, Marek Reichman on a new content series entitled 'Category of One' which will premiere later this year," Mr. Clarke said. "Tom will also curate his own take on a modern day Aston Martin, based on the 2018 Aston Martin Vanquish."