

AUTOMOTIVE

Aston Martin touts bespoke capabilities as Henley Regatta sponsor

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Aston Martin joins Bremont and Hackett London as sponsors of the Henley Royal Regatta June 28 to July 2. Image credit: Aston Martin

By STAFF REPORTS

In a celebration of shared British heritage, automaker Aston Martin has unveiled a one-off vehicle in partnership with the Henley Royal Regatta.

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The 178-year-old event, which will take place this year from June 28 to July 2, is partnering with a number of brands for the first time, adding a sponsorship element to the sailing competition. In addition to Aston Martin's role as a sponsor, the automaker will be joined by British watchmaker Bremont as official timekeeper and apparel label Hackett London ([see story](#)).

#Oarsome

Ahead of the start of the Henley Royal Regatta, which is expected to draw a crowd of at least 300,000 spectators along the River Thames, Aston Martin unveiled its one-off DB11.

In a play on words for the rowing competition, Aston Martin is calling the DB11 **#Oarsome** across social media.

The **#Oarsome** DB11 was designed by Aston Martin's design studio in Gaydon, Britain and includes new bespoke features available from Q by Aston Martin, the automaker's customization division.



The one-off Aston Martin Henley Regatta DB11 was designed by Q by Aston Martin. Image credit Aston Martin

Aston Martin's Henley Regatta DB11 features exclusive paint and upholstery colors as well as material finishes.

The vehicle exterior is painted in Diavolo Red with roof accents in Satin Scintilla Silver. The paint has been treated with a satin finish for many of the Henley Regatta DB11's structural features.

Inside, Q by Aston Martin introduces Metallic Black leather, which has been trimmed with Chancellor Red leather on the vehicle's seats and door panels.

The Aston Martin Henley Regatta DB11 will be on view as the centerpiece of the automaker's display during the five-day rowing competition.

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