

AUTOMOTIVE

Aston Martin brings Art of Living to California's coast

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Aston Martin Club 1913 will be in California Aug. 16-19. Image credit: Aston Martin

By STAFF REPORTS

British automaker Aston Martin is invading Carmel-by-the-Sea, CA with an event series that takes a casual approach to building awareness.

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The automaker's Aston Martin Club 1913 will stage events at the the Sunset Center Carmel daily Aug. 16-19. Events are often the best way for luxury brands to interact with discerning consumers, as a memory of time well-spent is better than a material product.

Art of California living

The Aston Martin Club 1913 will be setting up games, drinks and food for a "British street party" in Carmel-by-the-Sea.

Ticketed events include an Art of Living luncheon with Aston Martin. The hour-long affair is hosted by a member of the automaker's executive team and tickets cost \$140 per person.

The sold out lunch will be served on the Sunset Center Carmel's terrace. Twenty spots were available for the intimate experience.

Aston Martin the Americas' president Laura Schwab will also be in attendance during the four-day event.



Laura Schwab will lead a fitness class during Aston Martin's stopover in Carmel-by-the-Sea, CA. Image credit: Aston Martin

Ms. Schwab will host cardio barre in Sunset Center Carmel's rehearsal studio. A brunch will follow the fitness class. Also, Aston Martin will host its first Cruise In & Car Show during the Carmel-by-the-Sea event series.

Aston Martin owners are encouraged to enter their vehicles to compete for prizes awarded by the automaker's executive team.

Categories will include pre-war Lionel Martin cars to 2 Ltr; Feltham DB2 to DB MKIII; Newport Pagnell 6 Cylinder - DB4 to DBS; Newport Pagnell V8 - DBS V8 to Vantage Le Mans; Newport Pagnell V12 - Vanquish; Bloxham - DB7 to DB7 Zagato; and Gaydon - DB9 to date.

As a whole, the automaker has been making a bid to showcase its Art of Living ethos, instead of only its high-performance vehicles.

For example, Aston Martin's 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 ([see story](#)).

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