

AUTOMOTIVE

Aston Martin links with Red Bull Racing to further auto innovation

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Aston Martin Valkyrie. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is growing its relationship with Red Bull Racing by becoming the title and innovation partner of the Formula One team in 2018.

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This collaboration, established in 2016, will draw on Aston Martin's designs and Red Bull Racing's technological prowess to develop products that will first hit the track before becoming available to consumers. While providing a breeding ground for new innovations, this partnership also gives Aston Martin brand visibility at Formula One events.

"Title partnership is the next logical step for our Innovation Partnership with Red Bull Racing," said Andy Palmer, president and CEO of Aston Martin, in a statement. "We are enjoying the global brand awareness that a revitalized Formula One provides.

"The power unit discussions are of interest to us but only if the circumstances are right," he said. "We are not about to enter an engine war with no restrictions in cost or dynamometer hours but we believe that if the FIA can create the right environment we would be interested in getting involved."

Racing team

As part of this collaboration, the partners will open a new Advanced Performance Centre at Red Bull Racing's Milton Keynes, England headquarters. Slated to open later this year, the facility will be used to develop technology for both the track and the road.

This workshop, which will be hiring 110 new employees, will house the second dedicated Aston Martin design center.

Already, Aston Martin and Red Bull Racing have created the Valkyrie hypercar. Priced at \$2.6 million, the vehicle has already sold out before production.

"Our Innovation Partnership with Aston Martin has been a pioneering project from day one," said Christian Horner, team principal of Red Bull Racing. "Having conceived and created the remarkably successful Valkyrie together in

2016, we extended our relationship this year and are now delighted to further strengthen the partnership and see the team competing as Aston Martin Red Bull Racing in 2018.

"In addition, more than 100 Aston Martin staff will service the new Advanced Performance Centre on our campus here in Milton Keynes and it will allow us to collaborate further with Aston Martin on special, equally innovative, new projects."



Aston Martin Valkyrie. Image courtesy of Aston Martin

Beyond the development of new products, this partnership will also see the team competing as Aston Martin Red Bull Racing starting in 2018.

Britain's McLaren similarly united its automotive, racing and technology activities in a new corporate structure, enabling all parts of its business to benefit from each other's innovations.

The newly established McLaren Group will combine McLaren Automotive and McLaren Technology Group, creating a singular brand and strategy. This move follows Ron Dennis' decision to step down as chairman and sell his shares in both companies, allowing both entities to merge their finances ([see story](#)).

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