

AUTOMOTIVE

Aston Martin looks to beauty to capture the female segment

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Aston Martin's DB11 Volante

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British automaker Aston Martin is targeting women with its latest convertible build and its subsequent campaign that looks to the beauty in the world.

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The automaker's new DB11 Volante is the latest convertible to join Aston Martin's collection, which it is calling its most elegant. Aston Martin is hoping to attract women with the car's elegance and a vignette that looks to beauty.

"For many of our customers, indeed many generations of Aston Martin customer, the Volante has always offered something very special: a unique combination of elegant style, innate sporting ability and sensory engagement that lifts it above other open-top cars," said Dr Andy Palmer, president and chief executive officer at Aston Martin.

"The new DB11 Volante captures those qualities perfectly and promises the kind of pleasure and enjoyment that can only come from driving an open-top Aston Martin," he said.

Beauty in automaking

Aston Martin is showing off the beauty of its new convertible with a roughly one-minute spot that emphasizes its attraction.

The vignette starts off by paralleling various close up footage of the vehicle with beautiful landscapes. For instance, Aston Martin shows off views of palm trees, sunsets, a mountain range and the adjacent valley.



Aston Martin's new convertible with scenic backdrop; Image credit: Aston Martin.

Two women drive through breathtaking the views, as text appears in various shots spelling out the phrase, "Beautiful is a world above." The film ends with the two walking away from the convertible in a scenic landscape as the elegant top closes.

Aston Martin is hoping to attract the female segment, as more are becoming interesting in sports cars. The DB11 Coupe is the latest evolution of the brand's convertible Sports GT.

The vehicle does not skimp on performance with a 4.0-litre twin-turbo V8.

Its soft top comes in a variety of high-end colors customers can choose from such as bordeaux red, black silver or grey silver. While Aston Martin designed the fabric roof to be aesthetically pleasing, it is also pioneering in design.



Aston Martin's convertible from above; Image credit: Aston Martin.

For instance, the eight-layer hood while made of fabric, innovates with acoustic and insulation materials to combat outside weather and noise. It only takes 14 seconds to close, drivers can still be moving at speeds of up to 30 miles per hour and its stack height is considered "class leading."

Aston Martin marketing

Aston Martin also recently harnessed enthusiasm for the auto industry into a cultural experience during an auto show in Frankfurt.

The House of Beautiful is Aston Martin's artful look at the auto world in which it transformed the Deutsche Bank building into an exhibit during the International Motor Show. Aston Martin has also commissioned unique culinary experience Pret-Diner to come to Frankfurt ([see more](#)).

In addition, the auto brand took its lifestyle strategy underwater through a collaboration with Triton Submarines.

The partners are teaming up on an initiative they have dubbed "Project Neptune," which will bring a limited-edition submersible to market. Aston Martin has recently been aligning its brand with players in other categories to express that its company is about more than cars ([see more](#)).

"The challenge of creating a convertible car is retaining structural and dynamic integrity," said Max Sz waj, chief technical officer at Aston Martin. "To protect the former you need strength and rigidity, but to preserve the latter you

need to keep weight to a minimum.

"With the DB11 Volante we have maximised the advantages of the DB11's all-new bonded structure to underpin our new Volante with a structure that's 26kg lighter and 5 percent stiffer than its predecessor," he said. "The result is a truly magnificent car.

"One that combines greater performance and agility with increased comfort, refinement and interior space for occupants and their luggage."

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