

AUTOMOTIVE

## Aston Martin strengthens presence in Beijing with second location

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*Aston Martin opens second location in Beijing. Image credit: Aston Martin.*

By STAFF REPORTS

As part of an ongoing effort to expand into China, British automaker Aston Martin has unveiled a second dealership in Beijing.

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At more than 1,400 square feet, the dealership is located in a Wintop Group-operated building at 99 Jinbao Street in the Dongcheng District. The location was officially opened to the public on April 23, and reflects the automaker's significant success in China last year.

"The Chinese market, which was our fastest growing region in 2017, remains key to Aston Martin's future success," said Dr. Andy Palmer, president and CEO of Aston Martin, in a statement. "With the launch of this state-of-the-art facility in partnership with the Wintop Group, we are committed to not only providing our customers with the best service, but the best luxury experience."

Chinese importance

Aston Martin has stated that real wood mahogany to support its commitment to craftsmanship.

"We are delighted to be opening this new showroom which will provide our customers with an extensive range of new and timeless' pre-owned models," said Li Hong, CEO of Wintop Group, in a statement. "We look forward to welcoming new and existing Aston Martin owners to our new showroom providing a one-stop' shop for world-class customer service and sales."



*Mr. Hong, Dr. Palmer and British Embassy minister mission gather. Image credit: Aston Martin.*

Beijing is a major market in China, which is now becoming not just a significant market for luxury goods and services but also specifically for Aston Martin.

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

The House of Beautiful was 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](#)).

"Congratulations to Aston Martin on the opening of their second official dealership in Beijing," said Martyn Roper, British Embassy minister and deputy head of Mission. "As we enter our new chapter in the U.K.-China golden era, I'm delighted to see British brands such as Aston Martin continue to expand their footprint in the fast-growing Chinese market and deliver its world-class products and services."

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