

AUTOMAKER

Aston Martin begins new generation of Vantage

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Aston Martin Vantage starts production; Image credit: Aston Martin.

By STAFF REPORTS

British automaker Aston Martin is beginning production on what it has designated the "most sporting model" of its arsenal.

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The new Vantage model will be the second in a collection of seven new models to be released in as many years. As part of its "Second Century Plan," the Vantage and six other vehicles to come are meant to propel the automaker into the future.

Driving forward

Aston Martin's new Vantage will be delivered to customers later on this month, as its first production model comes off the production line May 18.

Vantage models are being produced in Gaydon, Warwickshire, where they are hand assembled.

"Today marks an exciting moment for the entire company and an important day in the history of Aston Martin," said Dr. Andy Palmer, president and CEO of Aston Martin, in a statement. "The outgoing Vantage was the single most successful model in Aston Martin's history and we believe its successor will surpass that.

"We will do this by retention of our important existing owners and through repositioning of the car, create new customers in new countries," he said. "The new Vantage ticks all the boxes for a luxury sports car and unashamedly aspires to be the best in its segment.

"With the imminent launch of the DBS Superleggera, we are on track to replace each of our existing two-door sports car models by the end of this year."



Aston Martin celebrates production; Image credit: Aston Martin.

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

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 ([see more](#)).

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