

AUTOMOTIVE

Aston Martin races to victory with comedic short

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The Aston Martin Vantage GT will compete in the 2018 24 Hours Le Mans. Image credit: Aston Martin.

By SARAH RAMIREZ

British automaker Aston Martin is gearing up for the upcoming 24 Hours of Le Mans by stretching its comedic muscles.

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Aston Martin will be racing its all-new Vantage GTE in the 24 Hours of Le Mans on June 16 and 17, marking the second competitive appearance for the model. Aston Martin is also commemorating this year's race with the release of a humorous short film starring its racing team.

Training for Le Mans

Held outside the town of Le Mans, France, the 24 Hours of Le Mans is the world's oldest active sports car competition in endurance racing.

Endurance racing tests the reliability of sports cars and the stamina of participants. The emphasis is placed on durability rather than speed.

Aston Martin won the LMGTE Pro category in the 2017 race. The category encompasses racing cars derived from street models for everyday road use.

The automaker has two teams of three drivers competing in the 2018 Le Mans. In a short film, Aston Martin gives fans a look at the training process that makes its racing team winners.

Embedded Video: <https://www.youtube.com/embed/iE2cVIAzgKM>

The Aston Martin Racing Team stars in a comedic short film before the 2018 Le Mans 24 Hours.

The spot opens up with six members of the Aston Martin Racing Team running through the woods in a training drill for Le Mans. Driver Nicki Thiim is shooting a video on his phone when enemy combatants suddenly kidnap him.

Two former members of the Special Air Service (SAS) appear in the woods in front of the remaining drivers. They ask the team if they want their friend back, to which the group half-heartedly shrugs.

Somewhat reluctantly, the Aston Martin Racing Team follows the SAS and takes a truck to their training compound. The former SAS members tell the group that they may think they are fit because they are race car drivers, but they do

not have what it takes to get their teammate back.

Meanwhile, Mr. Thiim is taken to the "enemy compound." He is interrogated and asked what makes Aston Martin Racing the best team.



Aston Martin Vantage came off the production line this May. Image credit: Aston Martin

The interrogation scenes are intercut with training footage featuring the rest of the Racing Team. Despite the nature of the plot, the film remains lighthearted as the drivers fall and stumble during their training drills, and Mr. Thiim is intimidated with the possibility of not being able to take selfies.

Finally, the former SAS members deem the Racing Team as "battle ready," and they all approach the enemy compound. Just as Mr. Thiim is being threatened with a pair of hair clippers, the rest of the team comes to the rescue with two Aston Martin Vantage GTE vehicles racing towards the compound.

In the closing scene, the Aston Martin Racing Team is shown walking away in victory, before another team member is taken by the enemies.

Ad(vantage) Aston Martin

The 24 Hours of Le Mans presents a unique opportunity for Aston Martin to introduce a new model to a wide audience.

The new Vantage model is the second in a collection of seven new models released in as many years. Vantage models were hand assembled, and the first production models came off the production line this May ([see story](#)).

Aston Martin is far from the only automaker to push new marketing campaigns in time for the 24 Hours of Le Mans. Porsche has also released short films in the style of movie trailers leading up to the competition ([see story](#)), as has Bentley Motors ([see story](#)).

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