

AUTOMOTIVE

## Aston Martin allows drivers to play James Bond themselves

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*Aston Martin featured in the iconic James Bond film, Goldfinger. Image credit: EON Productions*

By STAFF REPORTS

British automaker Aston Martin is capitalizing on nostalgia and Hollywood popularity by putting a legendary car back into production.

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Made iconic in the popular James Bond "Goldfinger" film, Aston Martin will be reproducing its DB5. Working with the film studio behind the 007 franchise, EON Productions, the automaker will be replicating special models of the car that include James Bond gadgets.

### License to drive

A rotating license plate is one of the unique features the reproduced DB5 will have that pays homage to the famous films.

While the vehicle will not be road legal, the car will be sure to attract James Bond aficionados and car enthusiasts.

Customers will likely see their Goldfinger cars be delivered in 2020, but only 25 will be made, making this a real limited-edition.

The car will be fitted with a straight-six, 3,995cc motor capable 282 hp and a top speed of 148 mph. It is the same model as the one in which actor Sean Connery drove while playing the James Bond character in the 1964 "Goldfinger" film.

"The connection between Aston Martin and James Bond is something of which we are very proud, and it is remarkable that the DB5 remains the definitive James Bond car after so many years," said Andy Martin, president and CEO of Aston Martin, in a statement. "To own an Aston Martin has long been an aspiration for James Bond fans, but to own a Silver Birch DB5, complete with gadgets and built to the highest standards in the very same factory as the original James Bond cars?

"Well, that is surely the ultimate collectors' fantasy," he said. "The skilled craftspeople at Aston Martin Works and the expert special effects team from the James Bond films are about to make this fantasy real for 25 very lucky customers."

After the "Goldfinger" film, the car was featured in six other 007 films, making it iconic.

The iconic Aston Martin **#DB5** is back. In partnership with EON Productions, we are proud to reveal that we are creating 25 Goldfinger DB5 continuation cars - Complete with gadgets!

**#AstonMartinHeritage** [pic.twitter.com/E01I8gNxDk](https://pic.twitter.com/E01I8gNxDk)

Aston Martin (@astonmartin) **August 19, 2018**

Prior to the announcement of its life-size reproduction, British automaker Aston Martin's iconic DB5 from the James Bond franchise was given a playful update courtesy of Lego.

A miniature plastic version of the car allows builders to become the spy with authentic features such as functioning gadgets. Aston Martin frequently celebrates its role in the long-running film series, with the automaker's models having appeared in more than 10 films over half a century ([see story](#)).

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