

AUTOMOTIVE

Aston Martin opens heritage-focused showroom in London

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The Aston Martin Works showroom at 8 Dover St. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is catering to owners and prospective buyers of its heritage cars with a new dedicated showroom.

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Aston Martin Works, the division responsible for classic cars, has opened a satellite retail outpost in the Aston Martin Brand Experience Centre at No.8 Dover Street in London's Mayfair neighborhood. This new showroom is in response to a growing interest in Aston Martin's heritage cars, giving consumers a space to learn about the marque's vintage models.

Classic cars

Aston Martin Works produces the brand's Continuation cars, such as the sellout DB4 G.T. and the Goldfinger DB5.

The brand is capitalizing on nostalgia and Hollywood popularity by putting a legendary car back into production.

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 ([see story](#)).



Aston Martin's DB5 appeared in 1964's "Goldfinger." Image credit: Aston Martin

Aston Martin Works' Newport Pagnell-based factory also offers restoration services for classic cars from collectors around the globe.

Now the automaker's heritage division is making a retail home in London. At the Mayfair showroom, consumers will be able to learn about models available for sale and Aston Martin Works' other services.

"The expansion of our heritage showroom activity into central London enables us to engage with our customers in the location where they work and live their lifestyle," said Paul Spires, president of Aston Martin Works, in a statement. "It also supports the international appeal and invigorated interest in Aston Martin Heritage cars, allowing us to deliver a personal service to customers visiting the U.K."

Opened in 2016, Aston Martin at No. 8 Dover Street in London invites consumers to explore its brand lifestyle through its first experiential boutique.

The showroom translates the brand's Art of Living concept into a bricks-and-mortar environment, establishing a place for shopping, classes, exhibits and events. Aston Martin, much like a number of other automakers, has been branching out beyond automobiles, looking to associate its vehicles with a mindset and way of life ([see story](#)).

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