

AUTOMOTIVE

Aston Martin CEO helps young workers in their careers

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Aston Martin's apprenticeship program. Image credit: Aston Martin

By STAFF REPORTS

British automaker Aston Martin has announced plans to establish a special foundation dedicated to creating industrial apprentice opportunities for young workers.

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The Palmer Foundation, named after Aston Martin's president and group chief executive who established the organization, reflects the CEO's own experience as an apprentice, says the brand. The privately funded foundation will assist young apprentices with guidance and industry experience in the United Kingdom.

"A person's background should never preclude them from achieving their potential, and in this case becoming what could turn out to be some of the best engineers of their generation," said Andy Palmer, president and group chief executive at Aston Martin, in a statement.

"This is just the beginning for the Palmer Foundation," he said. "In time the engineering scholarship will be joined by other areas such as marketing, design and legal careers."

Assisting young workers

Mr. Palmer is hoping to give opportunities to those who may not have the same privileges as others.

The idea is to help young workers get a start in the industry, which can be very difficult in the beginning.

Aston Martin's Palmer Foundation will be working with the Rio Ferdinand Foundation as one of its partners.

The foundation will be launching later this year, with future plans to be announced soon.

"Apprenticeships provide a kick-start to a young person's chosen career," Mr. Palmer said in a statement. "They offer relevant experience, specialist guidance and support as the apprentices study for recognized qualifications, whilst building useful industry contacts.

"Vitality they can also earn while they learn," he said.



Palmer Foundation founder. Image credit: Aston Martin

The foundation will operate separately from Aston Martin Lagonda's apprentice program, which similarly values fostering career growth in young people.

Recently, the program saw its biggest intake with 50 new apprentices in addition to 26 graduates.

Automakers have been focusing their initiatives on apprenticeships more so in the past few years.

British automaker Rolls-Royce also opened its apprenticeship program up to a record 24 candidates this year.

Begun in 2006, the Rolls-Royce Apprenticeship Programme lets participants work beside staff at the brand's headquarters in Goodwood, West Sussex, providing hands-on experience in fields such as woodworking and engineering. Of the total 140 apprentices who have joined Rolls-Royce over the years, many have become full-time employees and leaders within the company ([see story](#)).