

AUTOMOTIVE

## Aston Martin highlights Bond affiliations in London event

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

By STAFF REPORTS

British automaker Aston Martin is showcasing its role in a number of James Bond films through a celebration in central London.

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The marque is teaming with EON Productions and Sky to mark Global James Bond Day on Oct. 5 with a series of installations and initiatives. Aston Martin has appeared in 11 Bond movies, and frequently celebrates its affiliation with the franchise.

007 day

Throughout the day, Aston Martin cars from the films will be making cameos at various spots around central London.

At Aston Martin Park Lane, the Vanquish from "Die Another Day" will be available for photo opportunities. Meanwhile, the DBS from "Quantum of Solace" will be featured at the recently opened Aston Martin Works' heritage showroom ([see story](#)).

Aston Martin will also be parking its DBS from "Casino Royale" outside the London Film Museum, which currently has a "Bond in Motion" exhibit up.

Embedded Video: <https://www.youtube.com/embed/okEp1kfwonw>

*Bond in Motion at The London Film Museum*

The DB10, V8 Vantage, DB5 and DBS will also be driving around the area, passing by landmarks from the movies. Consumers will be able to tune in to the @007 and @AstonMartin social media accounts for clues to the cars' locations.

Those who snap photos of the vehicles with the hashtags #JamesBondDay and #BondInMotion.

The partners are also launching a contest, through which entrants will have the chance to win a high-definition 55-inch wide screen television and a Sky Q package.

“The connection between James Bond and Aston Martin reaches back through the decades so we are delighted to be supporting Global James Bond Day 2018,” said Simon Sproule, vice president and chief marketing officer of Aston Martin, in a statement. “London is the home of 007 and fans should be on the lookout for some of the most exciting cars used by James Bond this Friday 5th October.”

Aston Martin previously capitalized 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](#)).

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