

AUTOMOTIVE

Aston Martin, Waldorf team up for heightened hospitality

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Aston Martin teams up with Waldorf Astoria. Image credit: Aston Martin

By STAFF REPORTS

British automaker Aston Martin's bespoke division has teamed up with Waldorf Astoria Hotels and Resorts for a four-year partnership.

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Guests at Waldorf locations will have access to new Aston Martin Lagonda cars for test-driving, along with a variety of other experiences. Waldorf hopes to make its guests' experiences extremely high-end, and it is partnering with Aston Martin due to its elevated status.

"Aston Martin Lagonda was a natural choice for a partnership of this magnitude," said Dino Michael, global head of Waldorf Astoria Hotels & Resorts at Hilton, in a statement. "At Waldorf Astoria, experience and service are at the core of everything we do, and this partnership offers a rare opportunity for our guests to live unforgettable at our properties around the globe."

Automotive and hospitality

In the near future, guests of Waldorf Astoria hotels will be able to sample new Aston Martin vehicles along special routes nearby the location.

Interested guests will be able to book these experiences, which will be led by Aston Martin professional drivers so that individuals can experience the full performance and craftsmanship of the cars.

The hotel brand is also a sponsor for Aston Martin Racing, and will provide VIP hospitality for Waldorf guests at many of its races and events.

In addition, Aston Martin's Art of Living driving experience will be featured in many Waldorf locations across the world for the upcoming year.



Waldorf and Aston Martin sign four-year partnership. Image credit: Aston Martin

“This partnership opens both brands up to new and exciting opportunities,” said Simon Sproule, vice president, chief marketing officer and president of Aston Martin, in a statement. “Aston Martin Lagonda and Waldorf Astoria share a passion for creating beautiful experiences for our customers, rooted in the joy of travel and discovery.

“Together, we can create memorable journeys that combine the best in global hospitality and driving pleasure,” he said.

The British automaker also recently took to the skies with a new concept for personal air mobility.

Dubbed the Volante Vision Concept, the luxury aircraft has vertical takeoff and landing (VTOL) capabilities. Flying cars are among the top priorities for automakers and technology companies ([see story](#)).

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