

AUTOMOTIVE

Aston Martin ushers in the new year with reveal

December 31, 2018



Still from Aston Martin's teaser. Image credit: Aston Martin

By STAFF REPORTS

British automaker Aston Martin is teasing its latest launch by looking at the significance of an iconic number for the brand.

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Aston Martin is making a premiere on Jan. 1, a date that mirrors the name of the brand's DB11 car with its two ones. Timing the reveal to New Year's Day will enable Aston Martin to reach consumers as they welcome change and newness.

New year, new release

Ahead of its Dec. 31 teaser, Aston Martin shared a series of videos titled "Beautiful is a Number," centered on its DB11.

In one clip, brand ambassador Tom Brady talks about his love for the car, as well as his own significant numbers. These include his jersey number, 12.

Racecar driver Max Verstappen explains the importance of numbers in his sport.

A third film finds Aston Martin CEO Andy Palmer and chief creative officer Marek Reichman discussing the DB11 and the numbers that go into designing the brand's cars. The DB11 took four years to design.

A teaser released on Dec. 31 layers abstract imagery such as lightning flashing or a snarling animal with shots of the car driving along open roads. Within the short, the car can be seen with the license plate "DB11."

The film was shared with the hashtag #BeautifulToDrive.

01/01/19 -Tomorrow. Not just a #NewYear.#BeautifulToDrive #2019 pic.twitter.com/hMRI79HFoe

Aston Martin (@astonmartin) **December 31, 2018**

Automotive teasers often keep some elements of the reveal under wraps to pique consumers' interest.

In 2015, Aston Martin gave consumers a preview of its Vulcan model with a short social video.

With the Vulcan set to debut at the Geneva Auto Show March 3, Aston Martin kept a level of mystery in the teaser, showing only the car's lights. As automakers geared up for the trade show, teasing their showcase vehicles via social media is a way to draw more interest for their display once the event opens ([see story](#)).

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