

AUTOMOTIVE

Aston Martin creates luxury experiences for fans

February 4, 2019



Aston Martin Art of Living - Le Mans Chateau experience. Image credit: Aston Martin

By STAFF REPORTS

British automaker Aston Martin is launching a series of experiences to cater to its affluent audiences with exclusive access.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A program for guests to drive racing cars on a track, road trips throughout scenic landscapes such as Switzerland and access to one-of-a-kind races are just a few of Aston Martin's offerings for the upcoming year. Aston Martin's Art of Living program just released this year's offerings, while also launching a new program, AMR Driver's Club.

Experience Aston Martin

Guests can book a trip to Japan named Hokkaido on Ice, where experts teach drivers how to maneuver Aston Martin vehicles on snow and ice, followed by a trip to a hot spring.

Aston Martin is also offering behind-the-scenes access to Le Mans, including helicopter transfers. Singapore Grand Prix, the Festival of Speed and the Revival are also available as part of the Art of Living offerings.

Road trips through Utah or the Swiss Alps are also on the list, as well as access to its factories.

"Art of Living by Aston Martin offers guests something different, something they cannot get elsewhere," said Sebastien Delmaire, director of AM Partnerships, in a statement. "A mindfully curated collection of events provides guests with the opportunity to truly live life the Aston Martin way and become fully immersed in the brand.

"On every adventure, they will meet like-minded people with whom they can share these wonderful experiences," he said. "Every detail will be managed to ensure an experience of a lifetime, every time."



Aston Martin experience in Monaco. Image credit: Aston Martin

Aston Martin's new AMR experience will provide training on driving its vehicles on a racetrack, categorized by different levels of experience.

"Our customers have been enquiring about this type of program for a while now, so we are delighted to be able to offer such a strong and structured package of experiences," Mr. Delmaire said. "From the customer who would like to know what his or her Aston Martin is capable of, from the manufacturer who designed and built their car, to those wishing to hone their track skills with future ambitions of racing, we have it covered."

The automaker recently teased its latest launch by looking at the significance of an iconic number for the brand.

Aston Martin made 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 has enabled Aston Martin to reach consumers as they welcome change and newness ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.