

AUTOMOTIVE

Aston Martin expands classic certification program

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Aston Martin Works is expanding its certification program. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is making it easier for owners of its classic cars to figure out the history of their vehicles through an expanded certification program.

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The brand's Aston Martin Works division is aiming to broaden the appeal of its Assured Provenance service in the United Kingdom while also making it more accessible to owners in other countries. A new lower tier of the program features a more accessible price and speedier return, opening up the offering to more consumers.

"The values of many Aston Martin heritage models are now such that a formal, officially sanctioned and operated, provenance certification scheme is a vital service offered by the brand," said Paul Spires, president of Aston Martin Works, in a statement.

"As with everything we do here at Aston Martin Works we take the utmost care to painstakingly assess each car submitted to either the new Assured Provenance or existing Assured Provenance Certified process," he said. "As the global appeal of classic Aston Martin sports cars grows, the demand for the brand's new Assured Provenance service is certain to grow with it."

Classic cars

Aston Martin's Assure Provenance Certified service was launched three years ago. Experts from Aston Martin's production facilities are consulted to verify the authenticity of classic Aston Martins.

During the process, Aston Martin Works also investigates the car's mechanics.

Following the assessment, owners are given a presentation case that includes a photo record book, a record of certification, a USB drive with data and plaques.

Growing the authentication program, Aston Martin is launching a second tier. Priced starting at 3,995 pounds, or about \$5,197, the service is both less expensive and less detailed than the existing offering.

Expanding the service around the globe, Aston Martin will allow owners to bring their classic cars to one of its 164

worldwide dealerships to have a technician look at it. Once the car is examined, the information is passed along to Aston Martin Works in Newport Pagnell, Buckinghamshire, and the heritage division creates a report.



Aston Martin's Assured Provenance program leverages technicians around the world.

Consumers then receive the report along with an Assured Provenance certificate.

Aston Martin is responding to a growing demand for authentication, as the values of its classic cars rise.

"With scores of owners already having invested in our existing Assured Provenance Certified process the highest possible level of certification for our sports cars we know there is a very strong, and growing, interest in this type of service from Aston Martin Works," said Dominic Bridger, restoration and provenance leader at Aston Martin Works, in a statement.

"What the new Assured Provenance scheme offers is a previously unavailable level of certification that will prove more expedient for owners of classic Aston Martin sports cars all over the globe," he said.

Last year, Aston Martin signed an agreement with RM Sotheby's, making the auction house its official auction partner.

RM Sotheby's will act as the automaker's official partner for its investment-quality vehicles. The partnership was solidified with the auctioning of a 1963 Aston Martin DP215 Grand Touring Competition Prototype ([see story](#)).

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