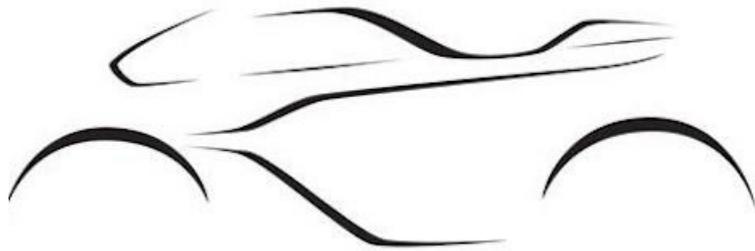


AUTOMOTIVE

## Aston Martin rolls out limited-edition motorcycle

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*Aston Martin is making its marque in motorcycles. Image courtesy of Aston Martin*

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By STAFF REPORTS

British automaker Aston Martin is extending its branding to a two-wheeled vehicle with the debut of its first motorcycle.

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Developed in partnership with Brough Superior, the motorbike will make its first appearance at EICMA this November. After adding a submarine and other lifestyle offerings, Aston Martin is enabling its enthusiasts to engage with the brand in another category.

Motorcycle move

Brough Superior was originally founded in 1919 by George Brough. The company was revived after Mr. Brough's death.

Beyond a focus on transportation, Aston Martin and Brough Superior share a dedication to craft and bespoke design.



*A Brough Superior motorcycle. Image credit: Brough Superior*

Aston Martin's executive vice president/chief creative officer Marek Reichman and Brough Superior's CEO Thierry Henriette are both motorcycle enthusiasts. The debut collaborative bike is a combination of both of their visions.

"This is a fascinating and very popular project for myself and my team," Mr. Reichman said in a statement. "The opportunity to collaborate with Brough Superior has given us the chance to bring our own unique views on how beauty and engineering can combine to create a highly emotive piece of vehicle design.

"We're excited about the end result and can't wait to see the reaction the motorcycle receives when it is revealed next year," he said.

The bicycle will be a limited-edition product. The partners will be sharing more details about the bike at the Milan motorcycle show EICMA on Nov. 5.

"Aston Martin and Brough Superior are two luxury automotive manufacturers sharing the same passion for exclusive design and performance, the idea of developing a motorcycle in a frame of a close partnership came naturally," Mr. Henriette said in a statement.

Aston Martin previously took its lifestyle strategy underwater through a collaboration with Triton Submarines.

The partners are teaming up on an initiative they have dubbed "Project Neptune," which will bring a limited-edition submersible to market. Aston Martin has recently been aligning its brand with players in other categories to express that its company is about more than cars ([see story](#)).