

AUTOMOTIVE

Aston Martin Lagonda takes to the air with Airbus chopper design partnership

December 9, 2019



Aston Martin Lagonda design elements will be present in Airbus helicopters. Image credit: Aston Martin Lagonda

By STAFF REPORTS

Aston Martin Lagonda will soon incorporate its design aesthetic in Airbus helicopters.

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

The British automaker and Airbus Corporate Helicopters have partnered to introduce automotive sensibility into aeronautical design. The two brands' designers have been at work since the past 12 months, keeping the collaboration under wraps.

"Applying our own automotive design principles in the aerospace world is a fascinating challenge and one that we are very much enjoying," said Marek Reichman, vice president and chief creative director at Aston Martin Lagonda, in a statement.

"I'm looking forward to the reveal in the New Year so we can show everyone what we have accomplished together," he said.

New chops

The first product from this partnership will be shown Jan. 3 in Courchevel in the French Alps.

Aston Martin produces the Vantage, DB11, Rapide AMR and DBS Superleggera cars and SUVs. Its Lagonda brand will relaunch in 2021 as the world's first luxury electric vehicle company, as the company puts it.

Airbus Corporate Helicopters is one of the biggest players in the private and business aviation sector with more than 1,800 aircraft fielded in 130 countries and a market share of more than 50 percent.

"This is a bold cooperation which corresponds to our tradition of experimenting with new design approaches," said Fredric Lemos, head of Airbus Corporate Helicopters, in a statement.

"The result is a unique creation of breathtaking design accomplishment and beauty," he said.

Aston Martin Lagonda x Airbus Corporate Helicopters

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.