

AUTOMOTIVE

ACH130 Aston Martin Edition helicopter with Airbus targets owner-flown market

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Both Aston Martin Lagonda and Airbus Corporate Helicopters are eyeing the market for owner-flown helicopters who expect the same comfort in a chopper that would get from their bespoke car. Image credit: Aston Martin Lagonda and Airbus Corporate Helicopters

By STAFF REPORTS

British sports carmaker Aston Martin Lagonda has unveiled the first product of its new partnership with Airbus Corporate Helicopters as both brands target a market for affluent consumers who prefer to fly their own choppers.

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The two brands' designers have been at work since the past 12 months, keeping the collaboration under wraps, with a [teaser last month](#) that a new chapter in helicopter design was about to come into being. The ACH130 Aston Martin Edition, announced Jan. 3 at Courchevel in the French Alps, is the result.

"The ACH130 Aston Martin Edition is optimally positioned in the market for hands-on owners who draw satisfaction from personally piloting their aircraft and it generates strong brand-loyalty," said Frdric Lemos, head of Airbus Corporate Helicopters, in a statement.

"In the same way Aston Martin's products are cars for drivers who relish being at the wheel and they inspire a comparable attachment to the brand," he said. "So they are the perfect partner for us in developing this superb new ACH130 Aston Martin Edition."

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.

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.



ACH130 Aston Martin Edition helicopter has the signature logo and leather features of Aston Martin vehicles. Image credit: Aston Martin Lagonda and Airbus Corporate Helicopters

Takes off

The special edition of the ACH130 helicopter is equipped with a range of four interior and exterior designs created by Aston Martin, mimicking features of high-performance bespoke luxury vehicles.

Available in four external liveries with complementary interiors, the helicopters are embellished with Aston Martin signature elements, starting with the Aston Martin wings that are embossed onto luxury leather features and emblazoned throughout the cabin.

Inside, the automotive-inspired cabin is trimmed in ultra-suede with a palette of selectable leathers, per [Airbus Corporate Helicopters](#).

On the rear of the front seats the same brogue detailing that is found in a DB11 runs down the center of the seat and the doors have been trimmed with leather to provide passengers with comfortable touch points during their flight.

By using materials from the Aston Martin automotive palette the interior of this special edition of the ACH130 sits in harmony with the interior of Aston Martin sports cars, Airbus Corporate Helicopters said.

The ACH130 Aston Martin Edition helicopters will have the option to display a plaque on the instrument panel showing the partnership logos, edition number and the owner's name.

The alliance between Aston Martin Lagonda and Airbus Corporate Helicopters is intended to blend handcrafting and automotive art with aerospace technology for owner-flown choppers.



Side view of the ACH130 Aston Martin Edition helicopter. Image credit: Aston Martin Lagonda and Airbus Corporate Helicopters

DELIVERIES WILL commence this quarter as orders are placed.

"We have our own set of automotive design principles, but in recent years we have been learning how to apply our principles to other areas of design, such as architecture, motorcycles and now helicopters," said Marek Reichman, vice president and chief creative officer of Aston Martin, in a statement.

"This first application of our design practices to a helicopter posed a number of interesting challenges, but we have

enjoyed working through them," he said.

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