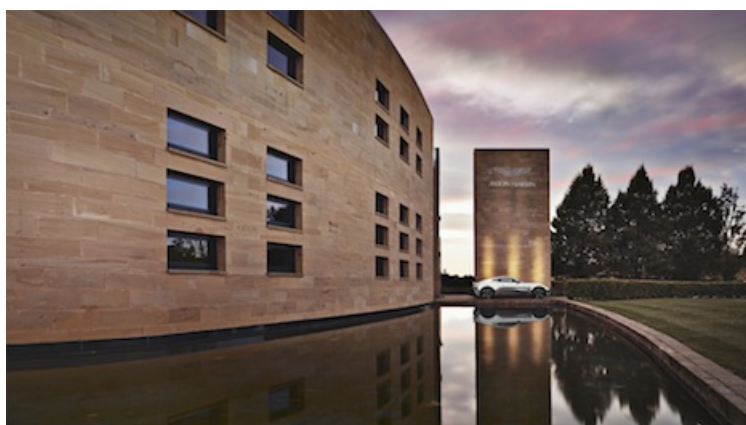


AUTOMOTIVE

Aston Martin, recently rescued from financial troubles, bans visitors from facilities

March 18, 2020



Visitors are banned from Aston Martin's facilities as the company protects itself against the COVID-19 coronavirus. Image courtesy of Aston Martin

By LUXURY DAILY NEWS SERVICE

Aston Martin Lagonda, an already-troubled British sports car maker, has closed its facilities to all visitors as it addresses the safety concerns of employees, dealers and partners with the COVID-19 outbreak threatening operations of marketers worldwide.

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The action is not as drastic as Rolls-Royce Motor Cars' decision to shut down its Goodwood, England plant for two weeks starting March 23. For now, Aston Martin is complying with British government directives on coronavirus compliance, also postponing its F1 experiences and Art of Living events.

"In over 100 years of operations, Aston Martin has faced many challenges and we have always emerged stronger, we will overcome this challenging time as well," said Andy Palmer, group president/CEO of Aston Martin, in a statement.



The Aston Martin DBS Superleggera designed by outgoing 007 actor Daniel Craig and offered by U.S. department store chain Neiman Marcus as a

Stalled?

The coronavirus outbreak could not have come at a worse time for Aston Martin Lagonda.

British sports car maker Aston Martin Lagonda in late January was saved from collapse by a \$660 million bailout led by Formula 1 billionaire Lawrence Stroll.

Mr. Stroll, who is owner of the Racing Point Formula 1 team, and a consortium led by him will chip in \$240 million for a 16.7 percent share of the company. The rest will come from issue of new shares, some of which will be bought by Mr. Stroll's consortium ([see story](#)).

"The difficult trading performance in 2019 resulted in severe pressure on liquidity which has left the company with no alternative but to seek substantial additional equity financing," said then-Aston Martin Lagonda chairman Penny Hughes, in a statement.

"Without this the balance sheet is not robust enough to support the operations of the group," she said.

"Notwithstanding recent weak trading, the strength of the Aston Martin brand and our expanding portfolio of cars has allowed us to attract a strong new partner in Mr. Stroll to support the turnaround of the business."

Here is the letter from Mr. Palmer to customers, stakeholders and all those on [Aston Martin's](#) database:

As we all come to terms with the COVID-19 outbreak, I'd like to take this opportunity to share the steps that we are taking to ensure that we continue to offer the levels of service that you expect from Aston Martin and our Dealer Partners.

Our primary concern continues to be the health and safety of colleagues and their families, customers, our business partners and the local communities. All Public Health measures advised by governments are being followed in support of efforts to contain the spread of the virus, our UK sites, regional offices and global dealer network are complying with local advice in order to safeguard the health of staff, customers and the wider community.

We have taken the decision to close our facilities to all visitors, so if you were planning a factory tour at Gaydon for example, please contact your Aston Martin Dealer who will confirm when we have re-opened the factory for visitors. We have also postponed or cancelled our upcoming F1 experiences and Art of Living events, if you were planning to join us our team will be in touch in the coming days to confirm next steps.

As you will appreciate, many Aston Martin dealerships are choosing to cancel face to face appointments. Please reach out to your usual Aston Martin contact if you have an appointment in the coming days and weeks and they will be able to advise what action to take.

In over 100 years of operations, Aston Martin has faced many challenges and we have always emerged stronger, we will overcome this challenging time as well. I would like to take this opportunity to thank you for your loyalty and to confirm that the team at Aston Martin and our Dealer Partners continue to offer you our support.

My very best wishes to you and your families.

Andy Palmer

Group President and CEO

Racing Point F1 Team owner Lawrence Stroll, Aston Martin president and group CEO Andy Palmer and Mr. JWW unveil the newest edition to the Aston Martin range