

AUTOMOTIVE

Aston Martin debuts 007 editions ahead of next Bond installment

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The Vantage and DBS Superleggera 007 Editions. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is celebrating the premiere of the latest James Bond film with two exclusive models.

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Q by Aston Martin, the automaker's bespoke division, has unveiled new 007 editions of the Vantage and DBS Superleggera. Aston Martin often touts its decades-long relationship with the Bond franchise, which is premiering its 25th installment this fall.

"Creating a 007 Edition is always an exciting challenge as we work to develop and style a car that embodies the legend of James Bond," said Marek Reichman, vice president and chief creative officer at Aston Martin, in a statement. "It is an honor to apply carefully judged 007-inspired styling to our sports cars, which gives our customers the opportunity to own a unique piece of both cinematic and automotive history."

007 Editions

No Time To Die is scheduled to be released this November and will feature four Aston Martin sports cars: the DB5, the V8, the DBS Superleggera and the forthcoming Valhalla.

The franchise has inspired the new editions from Q by Aston Martin, which will be produced in limited quantities.

The Vantage 007 Edition is influenced by the V8 seen in 1987's *The Living Daylights*. The original V8 will again be uncovered by the secret agent in this year's release.

A DBS Superleggera 007 Edition celebrates the model's first appearance in the Bond franchise. It will have the same specifications as the vehicle in the film, but will feature a 007 fender badge.



The DBS Superleggera 007 Edition is modeled after the one that appears in No Time To Die. Image credit: Aston Martin

Each 007 Edition will be limited to 25 vehicles, with deliveries beginning in the first quarter of 2021.

Other luxury brands are celebrating their connection with the upcoming film, which has seen its release pushed back because of the coronavirus pandemic.

In March, British luggage maker Globe-Trotter debuted its co-branded *No Time To Die* collection.

The third collaboration with the makers of James Bond movies since *Skyfall*, the new range included a classic vulcanized fiberboard trolley case in both carry-on and check-in sizes with a new four-wheel design ([see story](#)).

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