

Aston Martin welcomes DBX to the pack as luxury SUV market grows

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The DBX, Aston Martin's first SUV in its history. Image credit: Aston Martin

By NORA HOWE

British automaker Aston Martin has introduced the DBX, the marque's first sport utility vehicle, in a powerful new video campaign.

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In a dynamic and energetic video ad campaign released, Aston Martin introduced the newest addition to its collection, the 2021 DBX. This is the first SUV for the luxury sports car brand, as affluent consumers show less interest in smaller sedans.

"Entering a new category requires an innovative story to capture buyers who hadn't heretofore had the option to acquire an Aston Martin," said Christopher Ramey, president of [The Home Trust International](#), Palm Beach. "The thirst for luxury SUVs in the North American market is unrequited.

"The margins are higher and the category is growing," he said. "Aston Martin is a late comer to the SUV market; competing directly with Bentley, but priced below Rolls-Royce."

Purveyors of Power

Aston Martin's 80-second video features an edgy young woman walking into an empty movie theater with popcorn and a fountain beverage. She sits down, immediately puts her feet up on the seat in front of her and begins narrating a story.

"Once upon a time, in beautiful England, Mr. Martin meets a hill called Aston," she begins. As she continues to tell her story of the inception of Aston Martin, we see clips of vintage models.

Aston Martin releases new video introducing the DBX

The rapid visuals and roaring engine sound effects matched with the compelling narrative creates an energetic and vigorous video campaign.

As the story progresses, the woman rushes onto the theater stage and continues, now as a performer rather than a spectator.

"This is the new Aston Martin," she concludes. "Welcome to the pack, DBX."



Aston Martin DBX Interior

The campaign comes just a few months before the highly anticipated release of the newest James Bond film, *No Time To Die*. The automaker has been notoriously intertwined with James Bond since the release of *Goldfinger* in 1964.

The New Aston Martin

Historically, Aston Martin has maintained a reputation of sophistication and class with their notable collection of sports cars. However, this new ad campaign might imply a shift with the brand and the luxury auto industry in general.

The automaker is not only branching out from sports cars with their new SUV, but is now dipping into the pool of architecture and residential design. Aston Martin has teamed up with S3 Architecture to develop a 55-acre residential property in upstate New York ([see story](#)).

The world is evolving faster than ever and so is Aston Martin. From developing new projects to expanding into different industries to reinventing its marketing strategy, Aston Martin may be bringing its vision of luxury to a new audience.

"Authenticity is always a pillar of luxury," Mr. Ramey said. "Luxury motorcars are intellectually consistent with expectations of an SUV."

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