

AUTOMOTIVE

Aston Martin responds to EV report controversy

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The Aston Martin DBX. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is facing criticism for its involvement in a report that included false information about electric vehicle emissions.

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Aston Martin was listed as the top sponsor on the report, "Decarbonizing Road Transport: There Is No Silver Bullet," which incorrectly claimed an EV needs to travel about 50,000 miles before it is "cleaner" than a traditional vehicle with an internal combustion engine. The misleading report drew scrutiny from researchers and EV experts at a time when many luxury automakers are making an active push towards electrification.

"I am concerned about the media coverage relating to the recently published Decarbonization of Road Transport report," said Tobias Moers, CEO of Aston Martin Lagonda, in a statement. "The company's participation in the report was initiated prior to me joining the business and I was not aware of the contents prior to publication."

EV controversy

As reported by [Bloomberg](#), the report underestimated emissions from combustion-engine cars by roughly half while overestimating while overestimating how long it takes EVs to be more carbon efficient than conventional vehicles.

Researchers have estimated that it takes EVs about 16,000 miles to emit less carbon emissions than gasoline cars, not the 48,000 miles cited by the report.

British sports carmaker McLaren, as well as Honda and Bosch were among the brands that commissioned the discredited report.

"We are conducting a review into the circumstances surrounding the commissioning and publication of the report," Mr. Moers said. "Aston Martin is fully committed to the development of both hybrid and battery electric vehicles, which has been facilitated by our recently achieved technology agreement signed with Mercedes-Benz AG."

Statement from Aston Martin CEO, Tobias Moers: pic.twitter.com/IBHR2C1Ple

Response from Aston Martin to the controversy

Aston Martin has lagged behind some of its luxury peers such as Bentley Motors when it comes to investments in EV.

According to the strategic technology agreement, German automaker Mercedes-Benz will gradually increase its stakes in Aston Martin up to a maximum of 20 percent. Priorities for Aston Martin through the new agreement include access to powertrain architecture for conventional, hybrid and electric vehicles for its next generation of vehicles, to launch in 2027 ([see story](#)).

McLaren plans to have its entire lineup of sports cars and supercars to be hybrid by 2025, but has not fully embraced battery-electric options ([see story](#)).

Other luxury automakers are pushing ahead with electrification efforts, as consumer interest builds and many governments pursue restrictions on traditional combustion engines. The innovative efforts are smart business decisions, as some European governments are moving to ban all petrol- and diesel-fueled cars as soon as 2030 ([see story](#)).