

AUTOMOTIVE

Aston Martin reveals exclusive DBX Bowmore Edition

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Aston Martin Bowmore Edition exterior. Image courtesy of Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is unveiling an exclusive limited-edition DBX vehicle in collaboration with Scottish whiskey company Bowmore.

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The marque's personalization service, Q by Aston Martin, created the Aston Martin DBX Bowmore Edition in celebration of the partnership between the two British luxury brands. Only 18 special edition Bowmore DBX's will be built before they are delivered to customers at a private lifestyle experience in Scotland.

"Aston Martin DBX has provided the perfect canvas for the highest level of Q by Aston Martin customization," said Marek Reichman, executive vice president and CEO of Aston Martin, in a statement. "The Aston Martin and Bowmore brands share the same vision of creating timeless beauty and a lasting legacy, loyal to their heritage but also embracing new methods and this is reflected in the DBX Bowmore edition.

"Strips from the copper whiskey stills are inlaid into the side strakes and Bowmore Tweed accents the interior, Q by Aston Martin has once again created a beautiful, limited edition Aston Martin," he said.

A British union

The Bowmore DBX is coated in a striking Bowmore Blue, an archived color which has been brought back exclusively for this vehicle. Xenon Grey paint, which displays a blue metallic fleck throughout, will be offered as an additional exterior option for customers.

Bowmore-branded copper inlays using copper from the original whisky accent the side strakes of the DBX, paying homage to the traditions maintained by the company. Optional black brake calipers bring subtlety to the smoked wheels and the overall elegance of the exterior is highlighted by both script and wing Aston Martin badges and Q by Aston Martin fender badges.



Aston Martin Bowmore Edition interior. Image courtesy of Aston Martin

Customers can choose either the obsidian monotone or copper tan metallic/obsidian duotone interior, both choices accented throughout by flashes of Bowmore tweed, reflecting the company's Islay ancestry. Created by the world-renowned Islay Woollen Mill, the subtle and sophisticated design incorporates copper and blue inspired by the island's terrain, making it inherently unique to Bowmore and its island home.

Each of the 18 Bowmore DBX owners will be invited to an exclusive Aston Martin Art of Living experience in Scotland. Guests will travel to Edinburgh where they will be presented with their own special edition DBX, before embarking on a 170-mile road trip through the Scottish countryside, taking in Loch Lomond and the Trossachs National Park before driving onto the ferry bound for Islay.

The Q by Aston Martin DBX Bowmore Edition is on sale globally now and customer deliveries will take place in Q4 2021.

In August, Aston Martin and Bowmore unveiled the Blackmore Bowmore Db5 1964, which celebrated both brands' histories through a rare single malt whiskey in a bottle made with an Aston Martin piston. The year 1964 was a significant turning point for both the automaker and distiller ([see story](#)).

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