

AUTOMOTIVE

Aston Martin taps new dealership partner, debuts DBX in Sweden

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This will be the debut of the DBX in Sweden. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is relaunching in the Swedish market through a new partnership with Semler Premium as demand for luxury vehicles grows.

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Semler Premium will be Aston Martin's dealer partner in the Swedish market, starting with a new dealership in Stockholm. The luxury automaker, which has been struggling financially, has renewed its focus on customer experience and technology.

"Sweden is a very important market for Aston Martin and we very much value our Swedish customers," said Oliver Turner, regional president at **Aston Martin** Europe, in a statement. "It is our pleasure to be announcing this new exciting partnership with Semler Premium for Stockholm which will ensure world class sales and after-sales service.

"With a partner like Semler Premium and our product portfolio including our first-ever SUV entering the Swedish market, the Aston Martin DBX, we are looking forward to a successful 2021," he said.

Swedish relaunch

Aston Martin will join Semler Premium's luxury portfolio which already includes Audi, Bentley and Porsche in February 2021.

That month, a temporary dealership will open in Convendum Stockholm with Aston Martin's DBX, as well as the marque's Vantage, DB11 and DBS sports cars.

A new facility is scheduled to open in June, with a new and used car showroom and a fully-equipped service workshop. Aston Martin will also appeal to new clients with events and expanded services.



A new Stockholm dealership will open in summer 2021. Image credit: Aston Martin

The move comes months after Aston Martin and German automaker Mercedes-Benz expanded their joint technology partnership.

According to the strategic technology agreement, Mercedes-Benz will gradually increase its stakes in Aston Martin up to a maximum of 20 percent and give the struggling marque access to enhanced technologies. Despite its stature as one of the most prestigious automotive brands, Aston Martin has seen its financial health decline since going public in 2018 ([see story](#)).

"Moving forward with a strong partner like Semler Premium, we are excited to officially announce this vital partnership and I am delighted to have signed the new contract with our new Aston Martin dealer in Sweden," said Tobias Moers, CEO at Aston Martin, in a statement. "This is a very exciting time for the Aston Martin brand, with new product launches ahead, our strengthened technical partnership with Mercedes-Benz AG and Aston Martin's return to Formula 1 in 2021."

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