

AUTOMOTIVE

## Aston Martin adds to dealer network in Europe

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

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is expanding its dealer network across Europe as it looks to strengthen its positioning.

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Aston Martin has signed agreements with six new dealer partners and will be entering a few markets for the first time. The marque had identified a need to focus on the European market as part of its turnaround plan under new leadership.

"We are delighted with all of our new dealer partnerships across Europe," said Tobias Moers, CEO at [Aston Martin](#), in a statement. "The enhancement of the dealer network in this region is a crucial part of our transformation plan Project Horizon."

"This is a very exciting time for Aston Martin, with new product launches ahead, our strengthened technical partnership with Mercedes-Benz AG and Aston Martin's recent return to Formula 1, so it is vital for us to have a broad dealer network, ready to reach out to our customers," he said.

### European expansion

Aston Martin will be adding to its portfolio with new dealerships in Germany, Monaco, France and Sweden. The automaker is also establishing a presence in Lithuania and Latvia for the first time.

Some of the dealerships are already operating from temporary showrooms, including Aston Martin by Nord-Ostsee Automobile in Hamburg. A new facility will open in the city's Alstertal Shopping Centre in early June.



*Aston Martin is focusing on Europe. Image credit: Aston Martin*

France's BPM Group, a large Mercedes-Benz dealer group, has completed the purchase of Monaco Luxury Cars and is now the ownership company of Aston Martin Monaco.

In the French Riviera, Chopard Groupe Automobile is opening a new Aston Martin dealership in Cannes this fall. Chopard will begin serving clients in nearby Cagnes-sur-Mer in June through a temporary showroom.

First announced in late 2020, Sweden's Semler Premium has been operating a temporary facility in Stockholm. A new Aston Martin showroom is set to open later this year, with a new and used car showroom, a fully-equipped service workshop and other expanded services ([see story](#)).

Aston Martin has tapped Modus Group to open a new showroom in Lithuania's capital, Vilnius. Finally, automotive company Luxury and Sportscars will open its Aston Martin dealership in Riga, Latvia this summer.

"We are confident that we have found the right partners who share our passion for the Aston Martin brand and will provide our valued customers with an exceptional service in each of the six areas," said Patrick Marinoff, regional president of Europe and MENA for Aston Martin Lagonda, in a statement.

Aston Martin's dealer network spans more than 160 locations in more than 50 countries.

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