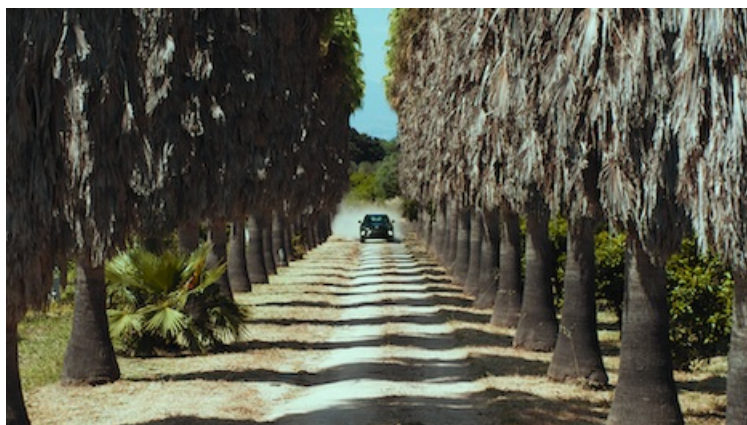


AUTOMOTIVE

Aston Martin spotlights SUV in bold, cinematic campaign

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The Aston Martin DBX is the brand's first SUV model, showcased in a new campaign brought to life by renowned filmmaker Luca Guadagnino. Image credit: Aston Martin

By NORA HOWE

British automaker Aston Martin has unveiled the cinematic debut of its DBX model through a short film directed by Oscar-nominated Italian filmmaker Luca Guadagnino and starring Emmy-nominated British actor Josh O'Connor.

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Most recently seen starring as Prince Charles in Netflix's "The Crown," Mr. O'Connor undertakes a dream-like excursion behind the wheel of the Aston Martin DBX. With this film, Mr. Guadagnino presents the DBX as a unique, sculptural object, while simultaneously focusing on the mind of the individual driving it.

New beginnings

Filmed on location in Sicily, Mr. O'Connor is shown behind the wheel of a Minotaur Green Aston Martin DBX with a light ivory interior, a contemporary update of the brand's classic color combination.

The camera follows his journey through the Italian island's vineyards and dirt roads, culminating in a visit to a countryside villa.

Members of the Aston Martin team joined the production team on set in Sicily to help craft framed shots of the vehicle.

The cinematography incorporates nostalgic imagery to convey the theme of pursuing one's dreams. As with all of his films, Mr. Guadagnino intends for the viewer to bring their own interpretation to the narrative.

Mr. O'Connor stars in Aston Martin's latest cinematic debut

In addition to the Oscar-nominated *Call Me by Your Name*, Mr. Guadagnino's recent films include *A Bigger Splash* and *Suspiria*. He is currently working on his first American production, *Bones & All*.

Aside from his successful career as a filmmaker, Mr. Guadagnino is also an interior designer, having worked on projects for wellness brand **Aesop**, among others.

With this background, the experienced director is able to bring a designer's attention to detail with each frame he

shoots.

The film's soundtrack was supervised by British musician, producer and composer Devont Hynes.

Aston Martin says it is proud to be a creative catalyst, bringing experts in their respective fields together to create new designs and inspire culture.

The DBX was designed at the marque's studio in Gaydon, Warwickshire, and built in the company's state-of-the-art production facility in South Wales.

Aston Martin first introduced the new SUV in 2019 ([see story](#)), but has been rolling out energetic ad campaigns to garner interest since then ([see story](#)).



The Aston Martin DBX SUV. Image credit: Aston Martin

The goal with the new DBX was to combine performance, dynamics, hand-crafted interiors and a bespoke customer experience.

An aesthetic commentary on desire, dreams and emotions, Mr. Guadagnino's film aims to encapsulate the beauty and strength of the Aston Martin DBX.

Rising interest in SUVs

Sales of sport utility vehicles dominated the luxury car market in 2018, but the gap between high-end and mass-market SUVs has been narrowing since.

More than 1 million luxury vehicles were sold in 2018, 62 percent of which were SUVs, according to Edmunds. Growing availability of high-end SUVs drove this trend, but the price gap between luxury and mainstream vehicles has also shrunk 10 percent between 2008 and 2018 ([see story](#)).

Italian sports car maker Lamborghini first introduced the concept for its Urus SUV model in 2012, and since then has seen tremendous growth within the sector.

The brand noted that 2019 was the most successful year in its history, with a doubling of sales in only two years and one that was almost single-handedly attributed to the immense response to its Urus SUV.

Lamborghini sold almost 5,000 Urus SUVs, a number that came close to its total sales volume in 2018 ([see story](#)).

In 2017, it was reported that Italian sports car maker Ferrari was considering producing a four-seat sport utility model ([see story](#)).

It has been rumored over the past year, and not yet confirmed by the brand, that there is an SUV in the works, the 2022 Ferrari Purosangue.