

AUTOMOTIVE

Aston Martin reflects on James Bond relationship ahead of new film

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Irish actor Pierce Brosnan starred alongside an Aston Martin DB5 in the James Bond film "GoldenEye" in 1995. Image credit: Aston Martin

By KATIE TAMOLA

British automaker Aston Martin is celebrating its famous relationship with its favorite debonair spy in an exciting new vignette.

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"Aston Martin x 007 License To Thrill" commemorates more than four decades of the exciting relationship between the automaker and James Bond. The action-packed vignette highlights the pivotal role of Aston Martin in Mr. Bond's heroics, generating viewer excitement ahead of the *No Time to Die* premiere in October.

"James Bond helped Aston Martin become a symbol of style and sophistication since the vehicle first appeared in a James Bond film in 1964," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "A cultural icon, James Bond is the ultimate brand ambassador for the British luxury automaker thanks to his universal allure and appreciation for the finest things in life."

Aston Martin x James Bond

The first Aston Martin vehicle to appear in a James Bond film was the DB5, debuting in the 1964 film *Goldfinger*, driven by Sean Connery in the iconic role. This spurred a relationship that has spanned more than 50 years and 11 Bond films.

Aston Martin's new vignette opens with the current Mr. Bond, actor Daniel Craig, removing the tarp from an Aston Martin vehicle, then cutting to a nerve-wracking scene from *Casino Royale*, where Mr. Bond's Aston Martin DB5 flips and rolls a record-breaking seven times.



The DB5 is one of several models showcased in the new vignette from Aston Martin. Image credit: Aston Martin

The DB5 model has appeared in five other Bond films, including *Thunderball*, *GoldenEye*, *Tomorrow Never Dies*, *Skyfall* and *Spectre*.

In a short film, viewers watch as disparate models help different Bonds achieve greatness, set to the soundtrack of the classic "James Bond Theme."

"Zero to 60 in 3.2 seconds," a narrator bellows as a montage begins. "A few little tricks up her sleeves."

The vignette includes Aston Martin cars fit for a secret agent, complete with seat torpedoes, headlight shotguns and more. It also includes footage of Pierce Brosnan revving the Aston Martin V12 Vanquish in 2002's *Die Another Day*, the first franchise film to feature two of the marque's vehicles.

For several decades, Aston Martin has gotten James Bond wherever he needs to go

Other models highlighted in the vignette include the DBS, V8 Vantage Volante, DB10 and the V8 Vantage. The latter will be featured in the latest Bond movie, *No Time to Die*, premiering in October after several pandemic-related postponements.

The 25th film of the James Bond franchise will also feature two new Aston Martin vehicles, the DBS Superleggera and the Valhalla.

Unparalleled partnership

James Bond and Aston Martin have such a strong relationship that it has become difficult for viewers to not immediately associate the British automaker with the talented spy.

Last year, Aston Martin celebrated the upcoming premiere of the latest James Bond film with two exclusive models. Q by Aston Martin, the automaker's bespoke division, unveiled new 007 editions of the Vantage and DBS Superleggera.

A DBS Superleggera 007 Edition celebrates the model's first appearance in the Bond franchise. It has the same specifications as the vehicle in the film, but will feature a 007 fender badge ([see story](#)).

In 2018, Aston Martin also capitalized on nostalgia and Hollywood popularity by putting a legendary car back into production.

Made iconic in the film *Goldfinger*, Aston Martin announced it was reproducing its DB5. Working with the film studio behind the 007 franchise, EON Productions, the automaker replicated special models of the car that include James Bond gadgets ([see story](#)).

The relationship between the automaker and film franchise is indicative of how effective brand partnerships can be.

"There are few enduring partnerships that have stood the test of time like Aston Martin and James Bond," Ms. Blackley said. "Brand partnerships are very powerful when done right, but it is difficult to find a brand ambassador that has universal appeal and transcends generations."

"Aston Martin got very lucky with James Bond because it is among one of the top-grossing film series to date, and it has sustained its popularity for nearly 60 years," she said. "It is far more impactful than a celebrity endorsement, and the partnership is mutually beneficial."

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