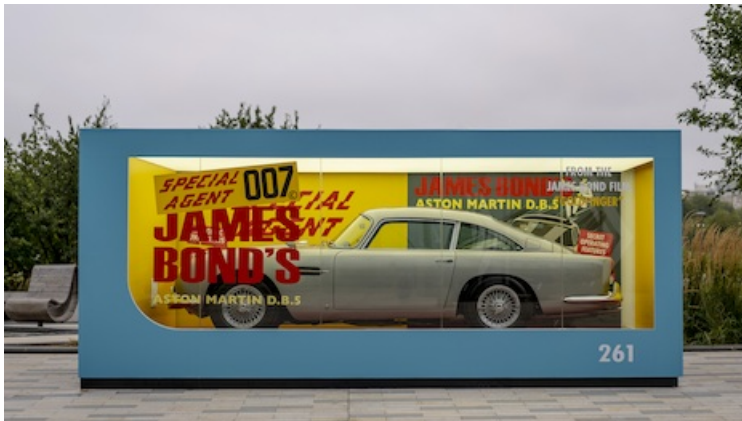


AUTOMOTIVE

## Aston Martin unveils 007 campaign with global reach

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An Aston Martin DB5 Goldfinger Continuation car in a Corgi replica toy box. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is continuing its celebration of the James Bond franchise with a new *No Time To Die* campaign.

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The 25th Bond movie, which will have its world premiere in September, marks the first time four different Aston Martin models will appear in a 007 film. With *No Time To Die* arriving in cinemas in one month, the automaker has launched a global television spot starring the famous DB5 as well as an out-of-home effort in London.

"We are really honored to be marking the start of the *No Time To Die* campaign today with this exciting unveil," said Marek Reichman, executive vice president and chief creative officer at Aston Martin Lagonda, in a statement. "Aston Martin's relationship with James Bond spans decades and the DB5 is, without question, the most famous car in the world by virtue of its 50-plus year association."

Toy to thrill

*No Time to Die*, which premieres in U.S. theaters on Oct. 8, features the DB5, the V8, the DBS Superleggera and the Valhalla. The four models appear in the action-packed television spot, along with a cameo of the new Aston Martin Vantage.

In another tribute to the DB5, the marque partnered with British toymaker Corgi to reveal a full-sized replica of the original 1965 Corgi DB5 model.

*Aston Martin has released a global campaign featuring action scenes from the new 007 film*

The replica toy box is on display outside London's Battersea Power Station through Oct. 1 and houses an Aston Martin DB5 *Goldfinger* Continuation car.

In 2018, Aston Martin announced it was reproducing its DB5 limited to 25 cars in honor of the 25th Bond film. 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](#)).

"Working with EON Productions and Chris Corbould to build 25 of the DB5 *Goldfinger* Continuations was a truly unique project for everyone involved at Aston Martin," Mr. Reichman said. "Now, to work with Corgi another quintessential British brand and to see James Bond's most cherished car sitting inside a to-scale toy box in central London is quite outstanding."

The toy box replica which measures about 6 yards long, 3 yards tall and 3 yards deep and features the original blue and yellow retro packaging. Corgi's toy model of the DB5 has sold more than 20 million units worldwide.

Another recent effort, "Aston Martin x 007 License To Thrill," commemorates the many 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 after several pandemic-related delays ([see story](#)).

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