

AUTOMOTIVE

Aston Martin markets DB5 Junior for next generation of Bond fans

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The pint-sized DB5 includes fake guns and other details. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is informing consumers that adults do not get all the fun with a new miniature offering.

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For the pint-sized James Bond in one's life comes the DB5 Junior, a 66 percent scale of the original DB5, reimagined for fans of the most famous spy alive. An official Aston Martin model made in collaboration with The Little Car Company, the battery-powered vehicle made for kids is an exciting and immersive tool.

DB5 Junior

The miniature vehicle, which comes in the *No Time To Die* edition pays homage to the Aston Martin Brand with silver paintwork, Smiths instruments and individually numbered chassis plates. The car even has Aston Martin and 007 badging, making the experience feel entirely official and entirely true to Bond.

From fake guns to noise and barrel flashes, this is make-believe and childhood adventures taken to a new level.

The DB5 Junior has no roof, so children and caregivers can more easily sit in and navigate it. It is designed to offer seating for an adult and child side-by-side, allowing several generations of Bond fans to share love for both the iconic film and brand.

The Little Car Company has collaborated with several luxury automakers

Aston Martin is holding a limited production of 125 of these vehicles, retailing at about \$123,000 each.

The miniature car is not legally permitted to operate on public roads but the British automaker plans to hold special driving events where families can race the cars.

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

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 at the end of the month, the

automaker has launched a global television spot starring the famous DB5 as well as an out-of-home effort in London ([see story](#)).

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