

AUTOMOTIVE

Aston Martin names Adam Chamberlain president of Americas

November 22, 2021



Adam Chamberlain joins Aston Martin after a five-year tenure at Mercedes-Benz. Image courtesy of Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker **Aston Martin** has appointed Adam Chamberlain as the new president of Aston Martin The Americas (AMTA), effective immediately.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Chamberlain is joining Aston Martin from Mercedes-Benz USA and worked in the automotive industry for more than 17 years prior to his stint there. He is joining Aston Martin as the brand celebrates its 70th anniversary in the North American market.

"Adam is a strong leader with a deep understanding of the industry and a proven track record in the important American luxury sports car market," said Tobias Moers, CEO of Aston Martin, in a statement.

"As we continue to transform Aston Martin, I know Adam will ensure our customers continue to experience an exceptional customer journey and deliver on our strong ambitions for our biggest market."

Aston Martin's looks towards the future

Mr. Chamberlain was born in Britain and joins Aston Martin after a five-year tenure at Mercedes-Benz. He is expected to be an important aspect of Aston Martin's "Project Horizon" transformation plan, aiming to keep The Americas on an upward trajectory.

North America is the largest market for Aston Martin, where the brand continues to experience significant growth. The automaker has 35 dealers in the United States, five in Canada and locations in Mexico, Chile, Peru and Brazil. Aston Martin is seeing strong sales, including its first SUV, the Aston Martin DBX.



The Aston Martin DBX SUV. Image credit: Aston Martin

In August, Aston Martin 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.

Most recently seen starring as Prince Charles in Netflix's "The Crown," Mr. O'Connor undertook 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 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.