

AUTOMOTIVE

## Aston Martin furthers Bowmore partnership with new whisky project

August 15, 2022



*Aston Martin releases its second whisky collection with Bowmore. Image credit: Walpole*

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is taking its Scotch whisky knowledge one step further as it releases its second project with Scottish whisky maker Bowmore.

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The second iteration of its "Designed by Aston Martin" limited-edition collection, the first of which was made available in 2021, celebrates the connection and shared history of single malt whisky and luxury carmaking. The limited-edition whisky range will be available in major airport outlets with activations in key locations including London Heathrow, Frankfurt, Hainan, Istanbul and Taiwan.

"As an ultra-luxury brand, Aston Martin is passionate about collaborating with artisans and designers from other disciplines to create special products that reflect our brand values and ethos," said Cathal Loughnane, head of partnerships at Aston Martin, in a statement.

"We are delighted to be continuing our relationship with Bowmore and showcasing some of our iconic models through this unique collection of whiskies."

Malt and manufacturers

With this series, the Bowmore 10-, 15- and 18-year-old single malts served as the inspiration for Aston Martin's design team in selecting vehicle designs and stories that align with their respective whiskies.



*Aston Martin Bowmore Edition exterior. Image courtesy of Aston Martin*

To tell a story of vision and strength, the Bowmore 10-year-old single malt was paired with Aston Martin's 1922 GP TT2, a vehicle that was originally designed solely to participate in the French Grand Prix in 1922.

With a shared desire for luxury and taste, the Bowmore 15-year-old single malt was matched with the Aston Martin AM V8, a vehicle that symbolized a defining shift in Aston Martin styling.

Finally, the Aston Martin 1959 DBR4 and Bowmore 18-year-old single malt join forces in the vein of peak performance. The DBR4 symbolized the automaker's initial pursuit of Formula One racing.

In December 2020, Aston Martin unveiled an exclusive limited-edition DBX vehicle in collaboration with Bowmore.

The marque's personalization service, Q by Aston Martin, created the Aston Martin DBX Bowmore Edition in celebration of the partnership between the two British luxury brands. Only 18 special edition Bowmore DBXs were built before they were delivered to customers at a private lifestyle experience in Scotland ([see story](#)).

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