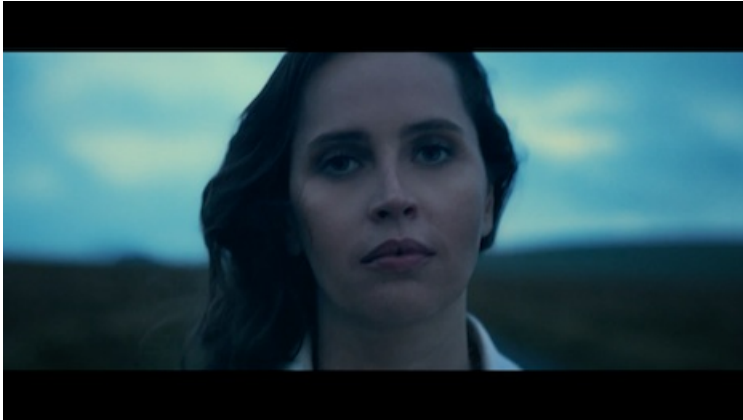


AUTOMOTIVE

Felicity Jones, in new Aston Martin DBX707 spot, dares to question power

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British actor Felicity Jones takes to the road to question the notion of power in a new spot for Aston Martin's DBX707 SUV. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British actor Felicity Jones is tasking the viewer with one question in her new spot for [Aston Martin's DBX707 SUV](#): "Power. What is it?"

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It takes 63 seconds for Ms. Jones to walk viewers of the latest campaign from the British sportscar maker on her musings on power.

The entire effort is geared to promoting the 700-hp SUV as it competes with others of its ilk from luxury automakers.

All revved up

Set in what seems like a tad overcast, desolate Scottish landscape and road devoid of traffic, Ms. Jones is seen walk in the middle, daring to provoke.



Felicity Jones takes to the road in the new spot for Aston Martin's DBX707 SUV. Image credit: Aston Martin

In the meanwhile, a car is heard to revv up as the actor charges ahead with her thoughts on what power is.

A power lunch with people in power?

Power to start something? Power to change, power to be heard or whispered to make you listen?

The camera zooms in and pans out every few seconds, as Ms. Jones continues to intone with intensity.

Power to be first to be heard? Power to charge ahead? Power to know when to stop? Cue: Ms. Jones comes face to face with the DBX707.

That does not stop her. She continues to stare in the camera and dare is power the strength to write your own rules? Refuse to be bound by what came before? Or should we want something more powerful.



The Aston Martin DBX707 as seen in a new spot for the SUV. Image credit: Aston Martin

The swagger continues through to the closing frames, quickly followed by appealing shots of the Aston Martin SUV, headlamps blazing and engine gunning.

The tag line sums it all: "Power. Driven. Intensity. Driven."

"Power. What is it? A new campaign from Aston Martin for its DBX707 SUV"

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