

AUTOMOTIVE

Eyeing 2030, Aston Martin enters BEV supply deal with Lucid

June 26, 2023



The luxury player will receive select powertrain components for use across a fleet of high-performance vehicles as part of the new agreement. Image credit: Lucid Group

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is shifting into high gear with a partnership that promises top-of-the-line results.

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Per an announcement to the London Stock Exchange this morning, the luxury player will receive select powertrain components for use across a fleet of high-performance vehicles as part of a new supply agreement involving American electric vehicle (EV) manufacturer Lucid Group. The deal brings its collaborator's current and future powertrain and battery capabilities in-house for the first time, advancing Aston Martin's goal of fully electrifying its core range by 2030 a \$2 billion investment backs the company's "Racing. Green." sustainability strategy.

"The supply agreement with Lucid is a game changer for the future EV-led growth of Aston Martin," said Lawrence Stroll, executive chairman at [Aston Martin](#), in a statement.

"Based on our strategy and requirements, we selected Lucid, gaining access to the industry's highest performance and most innovative technologies for our future BEV products," he continued. "Along with Mercedes-Benz, we now have two world-class suppliers to support the internal development and investments we are making to deliver our electrification strategy."

"Overall, today's announcement is a further significant step toward delivering our ambition for Aston Martin."

Performance partners

Grounded in the buildout of an all-new Battery Electric Vehicle (BEV) platform, the rollout will benefit multiple Aston Martin models, including its sports cars, GTs, SUVs and hypercars.

The first vehicle to release as part of this agreement is planned for 2025.

Aston Martin today announces plans to create industry-leading electric vehicles as part of the company's wider 'Racing. Green. Sustainability.' strategy alongside [@LucidMotors](#) [#AstonMartin](#)

Aston Martin (@astonmartin) June 26, 2023

The luxury carmaker's latest update lends the corporation access to world-leading powertrain equipment from Lucid, altering an earlier agreement established with Mercedes-Benz AG in 2020 that allowed Aston Martin access to the German automaker's electric innovations ([see story](#)).

The brand's original partner will remain involved, providing Aston Martin with powertrain systems for its internal combustion engine, hybrid and electric vehicles.

"The proposed agreement with Lucid forms a significant pillar of our electrification strategy, providing Aston Martin with access to the industry's leading powertrain and battery systems technology," said Roberto Fedeli, chief technology officer at Aston Martin, in a statement.

"Combined with our internal development, this will allow us to create a single bespoke BEV platform suitable for all future Aston Martin products, all the way from hypercars to sports cars and SUVs," he said. "In addition, we will continue to expand our in-house powertrain capabilities, allowing us to provide the thrilling performance and intense driving experience we know that our customers love and expect from Aston Martin."

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