

AUTOMOTIVE

Aston Martin receives funding for development of BEVs

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The grant arrives as Aston Martin prepares to bring its first fully electric vehicle to market by 2025. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is taking steps towards electrification.

Ahead of the company's first fully electric vehicle release, slated to launch in 2025, a newly awarded grant in the amount of \$9.5 million will allow the manufacturer to make progress. Support for Aston Martin's battery electric vehicle (BEV) platform comes from the Advanced Propulsion Center (APC), a non-profit that facilitates government funding of U.K.-based research and development projects progressing net-zero emission technologies

"The award of funding from the APC is another major boost to our electrification strategy and constant strive for innovation," said Roberto Fedeli, group chief technology officer at [Aston Martin](#), in a statement.

"Providing further resources to explore the possibilities of our bespoke BEV platform, it will help achieve our ambition to be an in-house BEV technology leader in the ultra-luxury, high-performance segment," Mr. Fedeli said. "We look forward to progressing this project with our collaborative partners and thank the APC for their incredible support."

Driving change

The monetary prize will lead Aston Martin down a path of net-zero emissions, simultaneously accelerating the automaker's "Racing. Green." sustainability strategy.

Aston Martin plans to bring its first hybrid to market next year. By 2030, the automaker's entire fleet will be electrified.

APC's investment adds to Aston Martin's 2 billion-euro "Racing. Green." commitment, unfolding over the course of the next five years.



Aston Martin is heading Project Elevation, an endeavor to create an 800-volt electric car battery for everything from SUVs to supercars. Image credit: Aston Martin

Nearly all luxury automakers are in the midst of similar pushes, with German automaker BMW and British automaker Rolls-Royce (see story) being the latest to move, adapting eco-conscious car models to help drivers make use of charging station infrastructure.

"We've seen over 1.4 billion euros of investment into automotive projects since the APC was set up, and I am proud of the impact that we have made here in the U.K.," said Ian Constance, CEO of the APC, in a statement.

"This latest announcement includes a diverse set of OEMs and suppliers that demonstrate the strength of U.K automotive," Mr. Constance said. "They will further add to our portfolio of innovative projects and continue to drive the U.K. to deliver on its net zero ambition."

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