

AUTOMOTIVE

# Aston Martin activates at Las Vegas Grand Prix 2023

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*The brand's largest-ever Formula One marketing program includes a showcase aired via Sphere, the city's new music and entertainment arena. Image credit: Aston Martin*

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By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is bringing new technologies to the entertainment capital of the world.

A partnership with the Las Vegas Grand Prix sees the brand descending upon the Strip as the temporary street circuit's first race took off on Nov. 16. Aston Martin's largest-ever Formula One race weekend marketing campaign hones in on the new DBX707 and DB12 models, marking the company's first track takeover since 1982.

"From delivering the largest-ever digital display of a car on Sphere, through to unleashing a stunning lineup of DBX707 models on the Las Vegas Strip, Aston Martin has put our iconic brand at the heart of one of the most innovative sporting events in the world," said Marco Mattiacci, global chief brand and commercial officer at [Aston Martin](#), in a statement.

"Touching all of our marketing channels, our activities in Las Vegas demonstrate how we are infusing our brand with F1's unique high-performance and technology credentials and curating ultra-luxury experiences and events that connect our community of owners and enthusiasts."

## **Pedal to the metal**

In light of the launch, Aston Martin remains busy both on and off the track, kicking off events by airing an immersive advertisement via Sphere, the city's new music and entertainment arena.

The structure's exterior houses the biggest LED screen on the planet, and this past weekend, provided the brand with precious real estate for a 90-second sequence involving the marque's iconic wings.

Visible from venues spanning the event's very own circuit to planes landing at Harry Reid International Airport, the display also featured larger-than-life shots of the Aston Martin Aramco Cognizant Formula One Team's AMR23 race car, as well as the automaker's DBX707 luxury SUV and DB12 super tourer, each popping up in what the company is calling the "largest-ever digital display of a car."

On Saturday, the DBX707, which serves as the official FIA medical car of F1, sped around the Las Vegas Strip Circuit for an exclusive track takeover lasting 15 minutes.

Matching the exhibition, real-time visualizations of the driver's biometrics were shown on the Sphere's outer shell. Other first-of

track experiences and VIP perks joined Aston Martin's lineup.



*The immersive Sphere display is visible from the event's circuit. Image credit: Aston Martin*

More than 100 special guests helped Aston Martin celebrate its 110th anniversary year, entertained daily as part of a bespoke Aston Martin hospitality experience. For those seeking to escape the city, an exclusive off-road adventure in the Nevada desert begins with a private helicopter journey in which partakers are to be flown over the Grand Canyon to experience the DBX707 on a scenic desert route.

Aston Martin is also introducing off-site audiences to a version of its award-winning online configurator that features the new Las Vegas Strip Circuit, representing the first instance that an F1 circuit is presented as part of an automotive configurator.

"With the United States being our largest market and brand community, the Las Vegas Grand Prix creates a new landmark in the F1 calendar and will see our biggest ever race marketing and VIP hospitality presence," said Mr. Mattiacci, in a statement.

"Targeting much more than brand awareness, our activities are an example of how we are maximizing the tremendous global platform of F1 to drive reappraisal of Aston Martin amongst new audiences, infuse our products with the sport's high-performance DNA and connect our community through unique luxury experiences," Mr. Mattiacci said. "Data shows that our configurator traffic rises by 13 percent on F1 race weekends, compared to non-race weekends, a statistic which has been as high as 30 percent this season when Aston Martin has been on the podium.

"With our new Las Vegas Grand Prix configurator environment going live this week, we believe this will draw even further technology synergies between track and road, while enabling our customers and fans across the globe to get a sense of the excitement in Las Vegas."

Leading into the Grand Prix, British automaker McLaren, which also operates an F1 team, opened an experimental retail location inside of Wynn Las Vegas ([see story](#)).