

AUTOMOTIVE

Aston Martin expands partnership with The Jockey Club

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At every major event, the DBX707 model will be available to transport owners, VIP guests and racegoers from helipad terminals to the courses. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is growing its involvement with equestrian activities.

The brand is teaming up with the largest commercial group in British horseracing. Furthering its collaboration with U.K. commercial horse racing organization The Jockey Club, Aston Martin will maintain a presence at all of its partner's major events including the Cheltenham Festival, the Randox Grand National Festival at Aintree, Newmarket's QIPCO Guineas Festival and the Betfred Derby Festival.

"Having become High-Performance Partner of The Derby Festival last summer, we are delighted to now extend our partnership with The Jockey Club," said Oliver Turner, regional president of the U.K. and South Africa at [Aston Martin](#), in a statement.

"The sport of horseracing provides Aston Martin with exceptional opportunities to showcase our products to a discerning luxury audience and engage our loyal customer community at some of the U.K.'s most prestigious events," Mr. Turner said. "As a brand with a century-long bloodline of iconic models and thrilling horsepower at the heart of our products, we see great synergies with this incredible sport.

"We look forward to working with The Jockey Club to tell our story, commencing with the Cheltenham Festival in March, through to the Epsom Derby Festival in June, where we are delighted to return as the title sponsor of the Aston Martin Dash, the world's fastest horse race over five furlongs."

Automotive horsepower

Aston Martin first associated with the organization in 2023, becoming the High-Performance Partner of its Derby Festival at Epsom Downs.

This year, the automaker will keep its title sponsor spot while taking the connection to new heights, announcing its plans to showcase luxury models at various upcoming The Jockey Club events.

Attendees can, for instance, look forward to spotting the automaker's SUVs, DBX707, Super Tourer and DB12 at the Cheltenham Festival in March. At every major Jockey Club event, the vehicle company's DBX707 will be available for support, offering transportation to owners, VIP guests and racegoers from helipad terminals to the courses.



The expanded partnership continues Aston Martin's longstanding involvement in equestrian festivals and events. Image credit: Aston Martin

The move continues Aston Martin's longstanding presence at equestrian fairs such as showjumping competitions in the U.S. ([see story](#)) and, more widely, across Europe.

"Following a successful first link-up at the 2023 Derby Festival, we are delighted that Aston Martin has decided to take its association with The Jockey Club a step further to become our first High-Performance Partner," said Jack Royle, acting director of partnerships at The Jockey Club, in a statement.

"Aston Martin and The Jockey Club both share a rich heritage and association with performance and speed, so this feels like a very natural partnership," Mr. Royle said. "Our major spring festivals will soon be upon us and we look forward to closely working alongside the team at Aston Martin in order to help maximize their brand objectives at these marquee sporting events."

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