

AUTOMOTIVE

Aston Martin opens showroom inside The Peninsula Tokyo

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The brand is now operating in one of the wealthiest neighborhoods in the city. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is going ultra-luxury with its retail strategy.

The brand's newest showroom is now open, located inside [The Peninsula Tokyo](#), a five-star stay in Japan. Aston Martin Ginza, as the landmark location is called, houses a customer lounge, a large digital media wall and three iconic models on display.

"Tokyo is one of the most important centers of luxury in the world," said Marco Mattiacci, global chief brand and commercial officer at [Aston Martin](#), in a statement.

"Having been the number one city location for new Aston Martin sales in 2023, we are delighted to double our retail presence with this stunning new landmark showroom in the five-star hotel, The Peninsula Tokyo," Mr. Mattiacci said. "Reminiscent of our first global flagship location in New York City, the state-of-the-art showroom highlights the investment being made in our ultra-luxury retail and customer experience strategy, with further flagship locations and landmark showrooms planned across our retail network.

"With two fantastic locations, and some of our strongest market penetration within the luxury segment, Tokyo holds huge growth potential for Aston Martin."

Driving hospitality

Aston Martin Ginza is the first of the brand's showrooms in Asia to completely embrace its new corporate identity ([see story](#)).

At two stories and 3,490 square feet in size, the site is part of the automaker's investment in high-quality customer experiences. Customization is at the heart of the opening, with clients able to create their very own Aston Martin that is true to their tastes.



The hotel, which faces the Imperial Palace and Hibiya Park, received a five-star rating from the Forbes Travel Guide for nine years in a row. Image credit: Aston Martin

The bespoke services at The Peninsula will cater to both travelers and residents of the popular commercial district. Many luxury flagships are scattered around Ginza, as it is one of Tokyo's wealthiest historical neighborhoods.

Now, Aston Martin can be found among the local multi-generational businesses, major commercial facilities, prestigious boutiques and the world-famous Kabuki Theatre.

The car company has been attempting to capitalize on the increasing retail demand for Aston Martin in the region, as customers from the country show a strong appetite for the brand's SUVs, DBX707, DB12 and Vantage sports vehicles. By moving in, the business's growth in Japan continues.

This effort is supported by The Peninsula, which has worked with other British automakers in the sector this year ([see story](#)).

"We are privileged to welcome the ultra-luxury British brand, Aston Martin, to the Peninsula Tokyo in Ginza, and to be part of a captivating blend of Japanese tradition and modernity," said Mark J. Choon, managing director of The Peninsula Tokyo, in a statement.

"We look forward to welcoming Aston Martin's owners with our legendary Peninsula Hospitality."