

MOBILE

## Aston Martin packs app with bespoke options

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By JOE MCCARTHY

British automaker Aston Martin is showcasing its bespoke capabilities with a new configurator application that lets enthusiasts play with possibilities.

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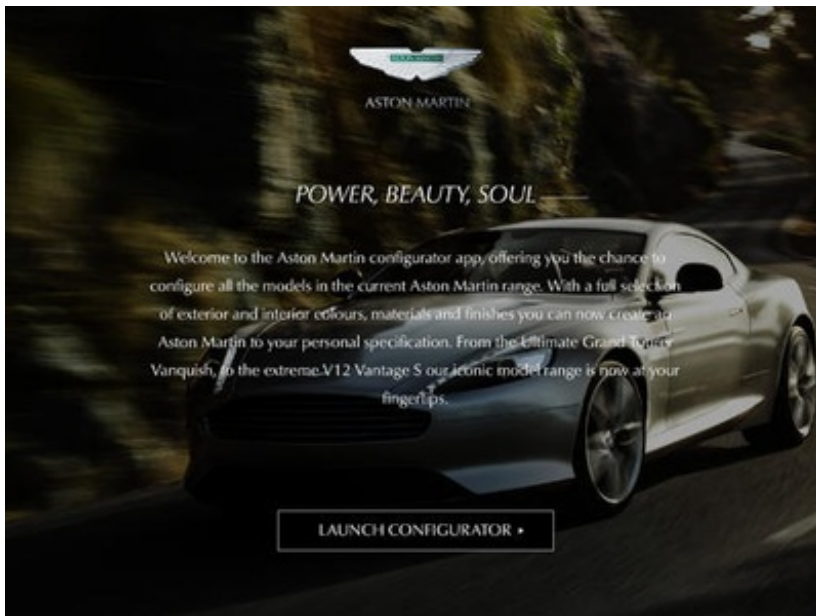
**Luxury Daily**

The configurator app features the full range of Aston Martin models and allows fans to tinker with all the customizable details that a prospective consumer would encounter at a dealership. Also, the app gives consumers far more time to mull over their final vehicles, which may increase satisfaction.

"The bespoke nature of our cars and the degrees of personalization available are a key aspect of our product offering and the configurator allows customers to explore many aspects of this in digital form," said Matthew Clarke, brand communications manager of [Aston Martin North America](#), Irvine, CA.

Figuring out

The configurator app loads with an introductory screen explaining what it entails.

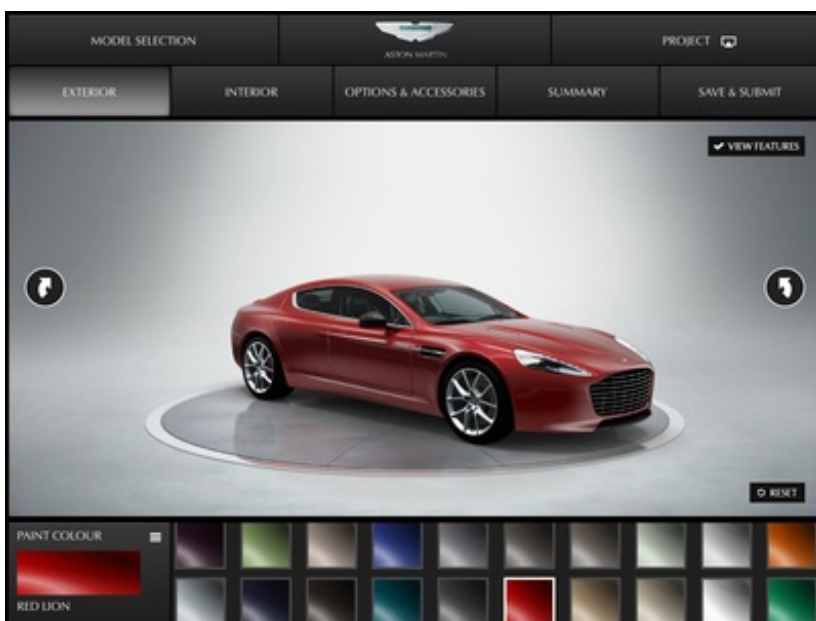


### *Aston Martin configurator app*

Once launched, a Vanquish Coupe appears in sharp detail on a platform with a gray background. Consumers can swipe to the left or right to reveal different models.

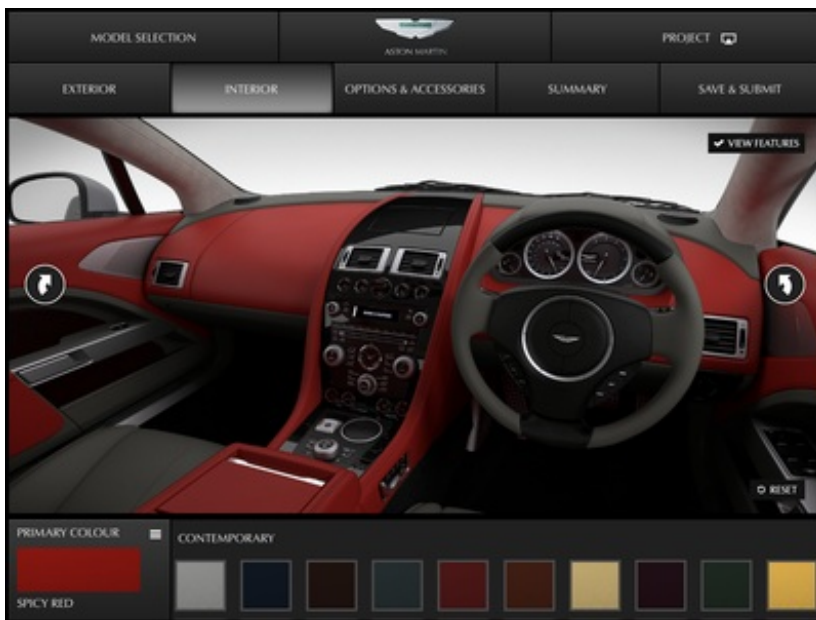
Options are arrayed at the top of the screen such as model selection, project, exterior, interior, options and accessories, summary and save & submit.

Fans can choose from these options or select configure now once a model is decided.



### *Exterior of Rapide S in Aston Martin configurator app*

During the exterior phase, fans choose from colors options arranged according to contemporary, fast track and special. There are 34 colors to choose from for the Rapide S.



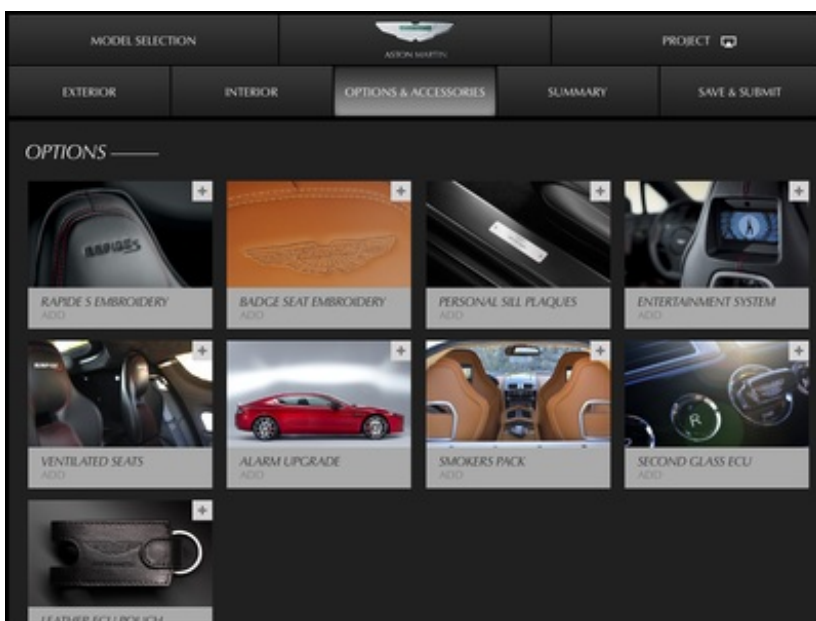
*Interior of Rapide S in configurator app*

Wheel type, caliper color and carbon fiber can also be determined. The vehicle can be rotated on the platform to give views of the car from different angles.

The interior phase involves choosing the primary interior color and the view can be shifted for different views. 32 colors can be chosen as the primary color for the Rapide S.

Consumers can pick colors for the carpet, fascia, wheel, piano black pack, carbon fiber, door, outer stitch, inner seat, outer seat, lower stitch, upper stitch and secondary colors. Each of these options have less colors options, dictated by the primary color choice.

Options and accessories for the Rapide S include Rapide S embroidery, badge seat embroidery, personal sill plaques, entertainment system and ventilated seats.



*Options & accessories for Rapide S*

A summary of all choices can be viewed at any time.

Serious customers can save their model and submit it to a dealer with which they can

negotiate terms. The submission form also provides Aston Martin with useful contact information.

The app can be downloaded for free [here](#).

### Getting to know

Brands with products that do not lend themselves to ecommerce should create mobile apps that act as showrooms.

For instance, jeweler De Beers unveiled an in-store iPad application that helps consumers create a customized engagement ring to promote its bespoke options.

The “For You, Forever” app was designed in collaboration with mobile specialist Somo and allows consumers to compare diamonds and settings while shopping for the perfect engagement ring. The app will likely create stronger ties between customers and De Beers associates, which may result in repeat visits ([see story](#)).

Also, Swiss jeweler Chopard celebrated the anniversary of its Happy Sport watch through a mobile application that lets consumers personalize their own timepiece and explore other custom creations ([see story](#)).

Aston Martin has already familiarized consumers with its bespoke range with other digital offers, so the app will be a gracious transition.

"The new configurator app is a natural development of our existing Web configurator offering extended accessibility to the system and greater ease of use, particularly in a dealership context," Mr. Clarke said.

### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*