



ASTON MARTIN

AM DEALER NEWS

A QUARTERLY NEWSLETTER FOR ASTON MARTIN DEALERS WORLDWIDE: IN THIS ISSUE...



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Q BY ASTON MARTIN - THE ULTIMATE PERSONALISATION SERVICE / P2



CENTENARY CELEBRATIONS
A FANTASTIC SERIES OF GLOBAL CELEBRATIONS FOR ASTON MARTIN'S 100th BIRTHDAY / P3



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TECHNICAL PARTNERSHIP AGREED

Aston Martin Lagonda Ltd and Daimler AG have signed an agreement for a significant technical partnership between Aston Martin, Daimler and Mercedes-AMG GmbH, a 100% subsidiary and high-performance brand of German automotive corporation Daimler AG.

Following the signing of a Letter of Intent in July the two companies have continued to work together, exploring opportunities for co-operation and these discussions have resulted in the signing of definitive agreements.

The agreement will allow Mercedes-AMG and Aston Martin to develop bespoke V8 engines supporting Aston Martin's launch of a next generation of models that will incorporate cutting edge technology and newly-developed engines, combining high performance and fuel efficiency.

Daimler will receive up to five percent non-voting shares in Aston Martin without cash consideration in several steps following the progress of the technical partnership. At the same time, the company will receive an observer status on the Aston Martin Holdings board. Daimler joins Aston Martin's existing shareholder body.

The parties are working to conclude the terms of an additional cooperation for the supply of electric/electronic (E/E) components. Furthermore, the two groups will investigate additional areas of cooperation in the future.

Aston Martin will continue to manufacture all of its sports cars at its Gaydon headquarters in Warwickshire, England.

A spokesperson for the Aston Martin board said: "Our company is this year celebrating its centenary, and the partnership agreed today underpins prospects for Aston Martin's bright, vibrant and dynamic second century in the sports car business."

"This strategic collaboration for Aston Martin will, in our next generation of luxury sports cars, offer our customers increased performance and efficiency whilst retaining the unique character and style of an Aston Martin."

Tobias Moers, Chairman of the Management Board of Mercedes-AMG GmbH: "By signing the Umbrella Agreement and the Engine Agreement both parties have agreed to this technical partnership: Mercedes-AMG will provide the British icon Aston Martin with engines for their forthcoming sports cars. At our company's headquarters in Affalterbach we are proud to work with Aston Martin – this agreement is a real win-win situation for both sides."



WELCOME

Dear Aston Martin Dealer Colleagues,

Our centenary has been a year of amazing celebration and significant progress!

Today we witness the beginning of what will become a significant technical co-operation between Aston Martin and Mercedes-AMG with the first contracts signed this week. The agreement will allow Mercedes-AMG and Aston Martin to develop bespoke V8 engines and the parties are working to conclude the terms of an additional cooperation for the supply of electric/electronic components. Furthermore, our two groups will investigate additional areas of cooperation in the future.

This first issue of AM Dealer News sets out to strengthen the communication between you, your Aston Martin Region and our Headquarters in Gaydon. Besides articles about activities in the last quarter and news about the company, I intend to include tools in the Newsletter allowing you to feedback your views and opinions to Aston Martin.

In our next edition, in three months' time, we will include a survey on dealer satisfaction and your view on product quality, as I would like to receive your direct comments to understand how we can improve in the future. There is always room for improvement, of course, and you play a vital role as the voice of our customer. I intend to make your voice heard.

With almost 150 dealers around the world, it will take me a while to see all of you in your dealerships. Over the last five months, I have already visited around 45 of you and I intend to meet most of you at your regional dealer conferences.

Please do not hesitate to contact me directly at christian.marti@astonmartin.com. The Regions are always your first point of contact, but I appreciate your feedback.

I wish you a nice holiday with your families and a good start to the New Year in 2014. Please extend my regards to your teams.

Christian Marti
Global Sales Director



SPOTLIGHT ON: Q

THIS ISSUE WE SPOKE TO **MATTHEW BENNETT**, GENERAL MANAGER VIP AND Q SALES, ABOUT THE 'Q BY ASTON MARTIN' SERVICE



What is Q?

Q is Aston Martin's ultimate personalisation service, which offers customers the opportunity to uniquely tailor any of our cars to their precise specification.

Who is involved in Q at Gaydon?

The Q team operates throughout the business and includes people from Design, Engineering, Sales and Manufacturing. You can get in touch using our email: q@astonmartin.com but your main contacts, as dealers, are myself and Henry Cozon.

Why is the service called Q?

The name draws inspiration from the two most important elements of the service, which are being 'unique' and offering exceptional 'quality'.

What benefits does it offer to dealers?

Q offers three main benefits to our dealers. It delivers unique cars based on what the customer has requested, allowing us to better satisfy their precise demands. It increases customer satisfaction and it delivers a

business benefit in terms of increased profit.

How can dealers get their customers engaged in Q?

Firstly, customers can use our website to see materials and examples of what we've already created with Q. But dealers can also contact us via q@astonmartin.com. By far the most powerful way to get customers engaged, however, is to bring them to our Global Headquarters at Gaydon where we can show them the manufacturing process and give them a one-on-one meeting with a designer to discuss their requests.

Q has come under some criticism from dealers about long lead times. What plans do you have to resolve this in 2014?

The process does take longer by necessity because we design, engineer and manufacture exclusive and truly unique cars. But we understand that, as Q becomes more popular, we need to speed up the process where possible, so we're working on this. In the meantime, you'll see a lot more material showing what has already been achieved

in terms of features, which should give dealers and customers a few ideas of what is achievable and what is quicker to turn around.

What's your favourite Q design or feature? Is there anything memorable that stands out?

It's a pleasure to produce all of our cars and see how happy our customers are, so I don't really have a favourite. What I do very much enjoy, however, is that Q allows us to release more vibrant exterior and interior colours for customers and dealers to experiment with.

What does Q have planned for 2014?

Q is growing rapidly. We're planning to show more cars and communicate more about what we're doing next year. We've started doing this with the 2013 Q Showreel video, which shows what cars we've produced already. We're also continuing work on new features. Look out for these on the signature show cars for Geneva and Beijing early in 2014.

How can dealers get involved?

We understand that the process is new and that dealers want to find out all of the details, so they can contact us using the email: q@astonmartin.com. But the best way to get involved is to commission us to build a stock car. Some dealers already do this and it's helped them learn about the process because it puts them in the position of the customer. It also adds interest to stock cars for customers. All we need to do is agree the limits, and we'll then work on something truly unique. It can be a fantastic addition to a showroom, especially for special events.

What else do you think dealers should know about Q?

Q is less than two years old. We're still quite young but we're growing and evolving, so my message is to get involved and grow with us.

MEET THE TEAM: AFTER-SALES

Some of you might speak to the After-Sales team quite regularly, but we thought we'd introduce these key staff to the rest of you and share a few interesting things about what they do and who they are.



STEVE TILTMAN,
TECHNICAL SERVICES AND
PUBLICATIONS MANAGER

"I'm responsible for all technical services and communications. Outside of work I run marathons. In April I ran my first full marathon for 33 years and finished in four hours and 11 minutes."



JOHN DRAPER, TECHNICAL
SUPPORT PROJECT
ENGINEER

"I provide Technical Support for Europe and Asia Pacific. I started life at Aston Martin at Bloxham in 1995, and enjoy country sports such as clay pigeon shooting and fishing in my spare time."



ANDY ELLIOT, TECHNICAL
SUPPORT PROJECT
ENGINEER

"I'm responsible for the US and Middle East's Technical Support. I've been at Aston Martin for 14 years. I've got a boat moored on the South Coast, so in my spare time I enjoy sailing."



DEAN HENDERSON,
TECHNICAL SUPPORT
PROJECT ENGINEER

"I provide Technical Support for the UK and China. I started with Aston Martin at Bloxham in 1995. I restore old scooters in my spare time. So far I've restored five, including a Lambretta that I ride."



DAVY MACLACHLAN,
BODY REPAIR PROGRAMME
PROJECT ENGINEER

"I'm responsible for the aftermarket Body Repair Network globally. I've been at Aston Martin for 14 years and I took up cycling four years ago. Since then I've entered a few endurance races."

DEALERS' CENTENARY CELEBRATIONS PRAISED

Dealers around the world have been busy throughout 2013 working to celebrate the Aston Martin centenary in fine style.

From the searing heat of Dubai to the bracing chill of Canada, Aston Martin dealers have been running bespoke, luxury events for customers and prospects keen to mark the great British brand's first 100 years.



Meanwhile Aston Martin Monaco celebrated the marque's 100 years in fine style in June with a glamorous party aboard a stunning 65-metre Camper & Nicholsons superyacht.



"I'm extremely pleased and proud of our dealers' efforts this year, and look forward to seeing many more innovative and fruitful events around the world as the brand begins its second century in 2014."



Global Sales Director Christian Marti said:

"These examples, along with many, many other carefully constructed events throughout the centenary year have not only served to provide great opportunities to celebrate the brand's first 100 years in business, they have cemented relationships with thousands of key customers and allowed us to reach out to many new prospects."

Examples of the scores of successful events worldwide include a centenary run organised at the Sodeguara First Raceway in Chiba Japan when Nürburgring 24-hour race winning driver Shinichi Katsura led a centenary parade watched by more than 1,500 guests.



A GROWING NETWORK

Our centenary year has seen us celebrate across the world. But 2013 has also seen us grow our global dealer network, with new dealerships opening and development starting on others in new countries. Here are just a few of the new facilities we have opened in 2013:



Cleveland, US



Stuttgart, Germany



Xi'an, China



Le Cannel, France



Hong Kong



Taiwan, China



St Louis, US



Chongqing, China

GREAT NEWS

THE WORLD'S MEDIA HAVE REVIEWED
THE EXTREME NEW V12 VANTAGE S &
LUXURIOUS VANQUISH VOLANTE:

V12 Vantage S



PISTONHEADS / UK
<http://www.pistonheads.com/roadtests/doc.asp?c=113&i=28667>



CAR ENTHUSIAST / UK
<http://www.carenthusiast.com/reviews/article/8822/-/2013-Aston+Martin-V12+Vantage+S/First+drive.html>



TAGES ANZEIGER / SWITZERLAND
<http://www.tagesanzeiger.ch/auto/luxuswagen/Supersportler-als-Gentleman/story/26762038>



AUTO NEWS / GERMANY
http://www.auto-news.de/test/einzeltest/anzeige_Aston-Martin-V12-Vantage-S-im-Test-Voller-Sound_id_34696

Vanquish



AUTO EXPRESS / UK
<http://www.autoexpress.co.uk/aston-martin/vanquish/66696/aston-martin-vanquish-volante-2014-review>



CAR AND DRIVER / US
<http://www.caranddriver.com/reviews/2014-aston-martin-vanquish-volante-first-drive-review>



THE NATION / ASIA
<http://www.nationmultimedia.com/business/Vanquishing-the-road-30218792.html>

EXCLUSIVE NEW Q ACCESSORIES

The Parts Operations team is pleased to announce the release of two exciting new items from Q by Aston Martin Accessories. As seen at this year's Pebble Beach Concours d'Elegance, customers can add their own distinctive touch with these new accessories. For more details please contact Charlotte Tainio in Parts Operations: charlotte.tainio@astonmartin.com



Red Carbon Fibre*
Combining exceptional levels of craftsmanship with striking aesthetics, this new coloured Carbon Fibre accentuates the car's features and styling.
**Available for any replaceable Carbon Fibre parts.*



Polished Wheels
Offering customers an exclusive opportunity to upgrade their car with these polished wheels, a high quality feature that isn't available elsewhere, even on new models.



A YEAR OF TRAINING

2013 has been a great year for the training team with more than 1,600 delegates attending one or more of the 111 courses held worldwide. Activities have included the core Foundation Course, Sales Induction, Technical Induction and four Advanced Technical courses. Two new courses, an Aftersales Induction and a Sportshift Transmission course, have also been successfully delivered.

New launch events, for Rapide S, V12 Vantage S and Vanquish Volante, were successfully delivered and in-dealership training materials provided. These, of course, should be shared with the whole dealership team.

More eLearning modules were launched for Rapide S, V12 Vantage S and Heritage, which have been enjoyed by 2,468 people worldwide. 18 new technical demonstration videos were also loaded to the Espresso site. Take a look – it now has almost 200 videos to review.

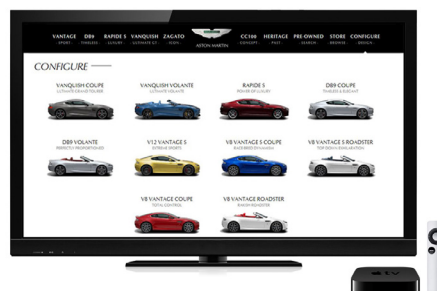
Please encourage your teams to benefit from these opportunities. The training team appreciate the positive feedback received and look forward to supporting our growing dealer network further during 2014.

NEW GENERATION CONFIGURATOR

As part of the ongoing work to develop and expand the Aston Martin digital presence (www.astonmartin.com) we have recently completed the high quality new generation online model configurator. Building on the new platform introduced with the launch of V12 Vantage S in June, all models have now transitioned to this configurator to give a standardised appearance and common functionality across the range.

The configurator's user experience follows a simple five-step flow with clear navigation at the top and option selection at the bottom, all categorised in tabs. Fully compatible for use on Apple TV projection and across tablet devices, our new configurator is a key tool to use with prospects and customers.

There are two ways for users and dealers to access our configurator platform:



1- All models are grouped together on one master page: <http://www.astonmartin.com/configure>



2 - Within each individual model section: <http://www.astonmartin.com/en/cars/the-vantage-range/v12-vantage-s/v12-vantage-s-configure>

CONTACT DETAILS

Your Regional Manager is always the first point of contact for any queries you might have. However, the team at Gaydon is always here to help you too. In every issue we'll include the contact details of some of the team, so you can contact us if you have any queries or feedback.



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NOTE FROM EMMA AND LARA

Hello and welcome to the first edition of AM Dealer News. We were part of the team that prepared this first issue for you. We would really like to hear what you thought about it and what you'd like to see included in future issues, so please use the link at the bottom of this page to send us your feedback. Thank you.

TELL US WHAT YOU THINK: WE WANT TO KNOW WHAT YOU WOULD LIKE TO READ ABOUT. GO TO:
WWW.ASTONMARTIN.COM/DEALER-FEEDBACK TO MAKE SUGGESTIONS OF TOPICS YOU'D LIKE US TO COVER IN THE NEXT ISSUE.