



ASTON MARTIN

## **Aston Martin ON ICE 2012 welcomes a record 200 participants For the first time customers from China attend**

Frankfurt am Main / St. Moritz, 14 February 2012. Aston Martin's 4<sup>th</sup> annual winter driving experience *Aston Martin ON ICE* proves to be red-hot attracting more customers than ever in the history of the event to St. Moritz in pursuit of the white turf sensation offered by the British luxury sports car brand.

This year this unique driving event has achieved a new record number of now sold-out placements to an international customer base. More than 200 attendees representing all four corners of the world will come from 18 European countries, South Africa, USA and Canada, and as well for the first time also those travelling all the way from China. In particular, the guests from China are evidence of the British marque's focus on that market having recently celebrated another opening of the 7<sup>th</sup> Aston Martin dealership with more following in 2012.

All customers will join in the onboard challenge which takes place over 10 days of high dynamic driving on the specially prepared ice field of St. Moritz/Samedan.

16 Aston Martins from the current model range will form a stunning line up on the icy field edge. Offering the ultimate drifting equipment will be the popular four-door Rapide, having recently won the *Best Cars 2012* award in the *Luxury Class* in Switzerland, France, Norway, Slovakia and Germany (Import). Alongside will also be stunning examples of the DBS Carbon Edition, the Virage and V8 Vantage S, both new models launched in 2011, with the pedigree V8 Vantage and super sporty V12 Vantage there too.

Jeffrey L. Scott, Managing Director of Aston Martin Lagonda of Europe, commented at the event: "Every year Aston Martin has gone from strength to strength, so does this event. Our impressive model line-up continues to grow parallel to the sales potential in our markets such as Germany which saw a very strong growth in annual sales in 2011. Other territories such as Italy are reflecting the same trends. Events like these, where the beauty, agility and strength of our cars are highlighted in a magnificent setting really show what Aston Martin is all about and keeps us in touch with our customers."

The exciting event *Aston Martin ON ICE* in St. Moritz is part of a comprehensive driving programme for customers called the *Aston Martin BIG 5 Experiences*. This year's winter training kicks off the *BIG 5* European event series, followed by events in Silverstone (UK) on the 4<sup>th</sup> of April 2012, Nürburgring (Germany) on the 3<sup>rd</sup> of May, Boxberg (Germany) on the 15<sup>th</sup> of July and Spa (Belgium) on the 17<sup>th</sup> of September. Aston Martin owners can also further enhance their driving capabilities by attending the exclusive performance tuition offered by the *Aston Martin Nürburgring Driving Academy*.

Further information and registration is directly available at:

[www.astonmartinonice.com](http://www.astonmartinonice.com)  
[www.astonmartindrivingexperiences.com](http://www.astonmartindrivingexperiences.com)

**Further information on Aston Martin:**

[www.astonmartin.com](http://www.astonmartin.com)  
[www.astonmartinmedia.com](http://www.astonmartinmedia.com)

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