



ASTON MARTIN

## **Aston Martin to open four new dealerships in Italy in 2012**

- **New dealerships in Udine and Verona are now operational**
- **Further expansion plans for Rome and Bari**
- **Total of six dealer partners planned by end of 2012**

Frankfurt am Main / Milan, *1<sup>st</sup> March 2012*. Just ahead of the International Geneva Motor Show, British sports car manufacturer Aston Martin has announced rapid expansion plans for Italy. Adding to its two established dealerships in Bologna and Milan, two new locations in Udine and Verona have just opened with Rome and Bari to follow later this year.

“Italy has always been one of the most important markets for Aston Martin in Europe. With this expansion programme we are further paving the way to tap the potential this market holds for Aston Martin”, said Jeffrey L. Scott, Managing Director of Aston Martin Lagonda of Europe, at an exclusive preview event of the new Aston Martin V12 Zagato, in Milan. “With the new dealerships in Verona and Udine, where we have found great partners, Aston Martin will be able to further strengthen its presence in northern Italy.”

Aston Martin’s new partners in the Tri-Veneto region are the Moretto Group in Udine and the Benati Group in Verona. Both the Moretto Group and the Benati Group have many years of experience in the automotive sector in their respective provinces. Fully dedicated personal offering all sales and service activities are now operational under the Aston Martin insignia in both areas.

In addition to these two new dealerships Aston Martin plans to move southward, with Rome and Bari expected to join the dealer network in Italy in the coming weeks.

Aston Martin is currently present in Italy with four dealerships:

**Aston Martin Bologna**, Via De'carracci 12, Bologna 40131

Web: [www.astonmartinbologna.it](http://www.astonmartinbologna.it), Telephone: +39 0 51 638 2111

**Aston Martin Milan**, Via Monte Rosa 91, Milan 20149

Web: [www.astonmartinmilano.it](http://www.astonmartinmilano.it), Telephone: +39 02 43510988

**Aston Martin Udine**, Via Nazionale 75/1, Tavagnacco 33010

Web: [www.astonmartinudine.it](http://www.astonmartinudine.it), Telephone: +39 04 32189007

**Aston Martin Verona**, Via Evangelista Torricelli 42/A, Verona 37136

Web: [www.astonmartin-verona.it](http://www.astonmartin-verona.it), Telephone: +39 045 956633

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For further information please use the contact details below or alternatively visit:

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

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

**Continental Europe Media Contact:**

Manuela Höhne, Brand Communications Manager, Europe

Tel: +49 (0) 69 770 75 2009

Mobile: +49 (0)172 668 4038

Email : [mhoehne@astonmartin.com](mailto:mhoehne@astonmartin.com)

Tammy J. Haines, Brand Communications Executive, Europe

Tel: +49 (0) 69 77075 2005

Mobile +49 (0)160 969 59241

Email : [thaine15@astonmartin.com](mailto:thaine15@astonmartin.com)