



ASTON MARTIN

Aston Martin Geneva opens new showroom DB5 from James Bond as star of the inauguration party

Frankfurt am Main, 15th June 2012. A special guest appeared at the grand opening of Aston Martin's new showroom in Geneva/Nyon on Thursday night to honour the luxury sports car brand representing the Best of British. Especially for this event the car driven by James Bond in the upcoming film "Skyfall", an Aston Martin DB5, took a break from shooting at the movie set to appear at Lake Geneva. Since the debut of the legendary DB5 in the movie "Goldfinger" fifty years ago, "Skyfall" becomes the eleventh 007-production, featuring an Aston Martin.

Vittorio Senso, Managing Director of Aston Martin Geneva, was thrilled to be presenting the car as a highlight of the inauguration party: "The DB5 is an international celebrity and an example of the kind of enthusiasm an Aston Martin can generate. We will maintain this high reputation of the brand by delighting our customers during their purchase experience and continuing to provide first class services. We are pleased to represent Aston Martin in Geneva and the surrounding region with the new showroom and team that offers our clients the atmosphere they expect from the brand."

Jeffrey L. Scott, Managing Director of Aston Martin Lagonda of Europe GmbH, said: "Geneva is a key location in a very important market for Aston Martin. Switzerland is currently our second largest market in Europe. Our sales figures have grown steadily in recent years, and our market share in the luxury sports car segment has developed positively."

Aston Martin Geneva has invested over one million CHF in the reconstruction and expansion of its location in Nyon. The result is a large open showroom, which extends over an area of 600 m² and can accommodate up to six vehicles. Directly adjoining is a half-as-large modern service area with six work bays. A total of twelve highly qualified staff can take care of customers and their vehicles at this new facility.

Aston Martin has currently five dealers in Switzerland: Geneva, Safenwil, St. Gallen, Cadenazzo and Zurich.

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