

Von: **Aston Martin** crm@mails.astonmartin.com
Betreff: Game changing moment for Aston Martin
Datum: 2. November 2020 um 18:06
An: [REDACTED]



[VIEW ONLINE](#)



ASTON MARTIN



Aston Martin now has everything in place to become one of the greatest luxury car brands in the world.

The transformation of Aston Martin has begun. Since joining Aston Martin this summer, it has been my ambition to build on the vibrant history of this unique brand and deliver the next generation of exhilarating products as we enter this new transformational era in Aston Martin's history.

We have made significant progress already and last week, we announced that we have strengthened our long-term relationship with Mercedes-Benz AG, providing us with access to advanced technologies that will enable us to continue designing, engineering and manufacturing the most beautiful cutting-edge cars across the world.

We have also updated our plans for the business, incorporating the benefits of this enhanced partnership and we are targeting delivery of significant growth, an important

part of which will be expanding our product portfolio, so these are indeed exciting times for all of us.

The expansion of our partnership with Mercedes-Benz AG is a critical step towards achieving our goals for Aston Martin. The capabilities of Mercedes-Benz AG technology will be fundamental to ensure our future products remain competitive and will allow us to invest efficiently in the areas that truly differentiate the products that we can offer to you.

We now have in place the right team, partner, plan and funding to transform Aston Martin to expand our product portfolio and roll out a range of products that exceed the expectations of our customers.

We have great ambitions for Aston Martin and I look forward to keeping you updated on our journey to become one of the greatest luxury car brands in the world.



Tobias Moers, Chief Executive Officer of Aston Martin Lagonda



Add to safe list: crm@astonmartin.com | Unsubscribe | © 2020 Aston Martin

Aston Martin Lagonda Limited, Banbury Road, Gaydon, Warwick, CV35 0DB, United Kingdom