ASTON MARTIN

BRAND identity

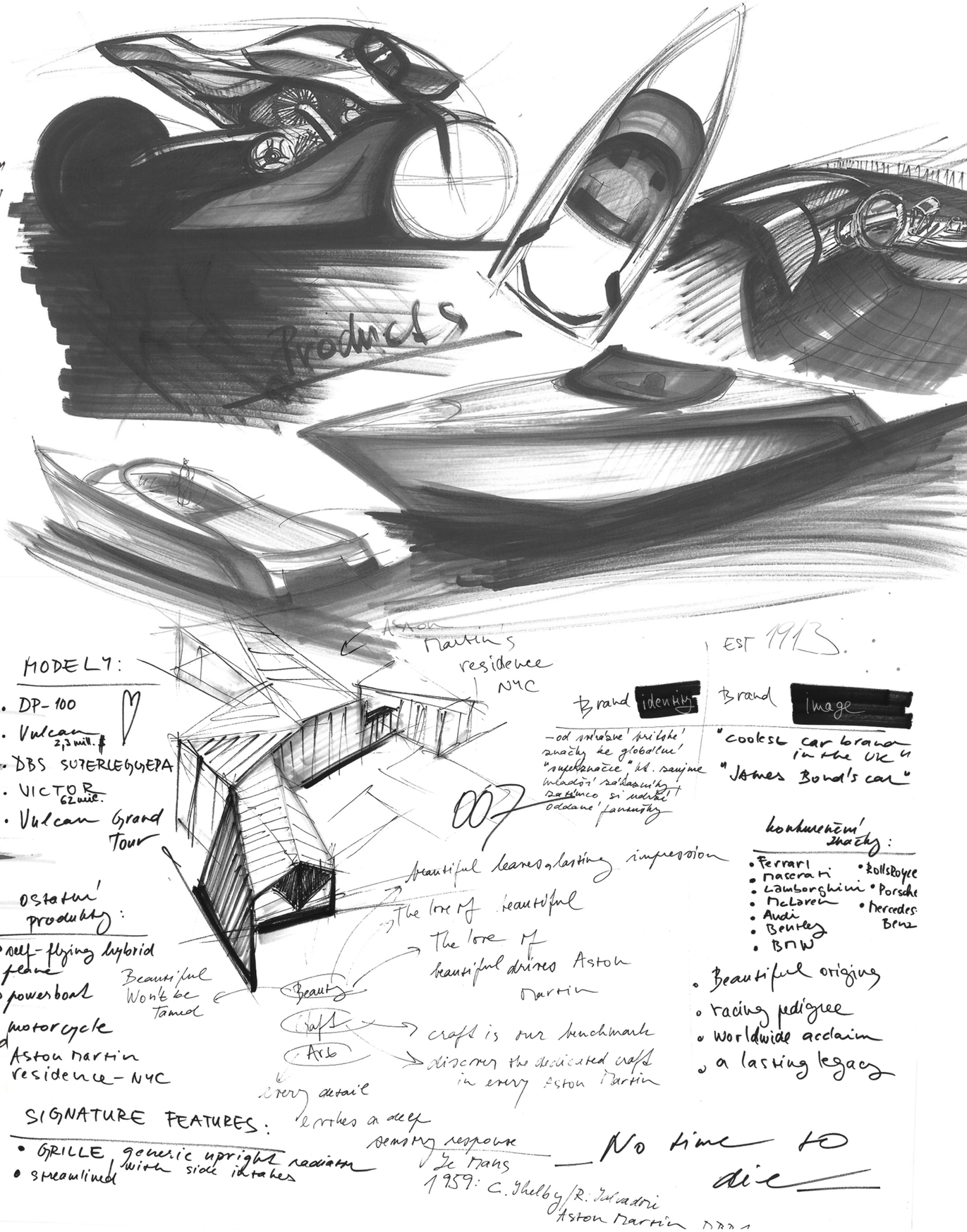
- od svérázné britské značky ke globální "superznačce", která zaujme mladší zákazníky, zatímco si udrží oddané fanoušky
- **BEAUTY**: beautiful leaves a lasting impression
  the love of beautiful
  the love of beautiful drives Aston M.
  beautiful won't be tamed
  beautiful origins, racing pedigree
  worldwide acclaim
  a lasting legacy

CRAFT: craft is our benchmark
discover the dedicated craft
is every Aston Martin

ART: every detail evokes a deep sensory response

- defining values:
  Technology
  CRAFTSMANSHIP
  DESIGN
  but broader portfolio of products
- A.M.'s identity shines through
- generic function-driven design, streamlined

NO TIME TO DIE



MODELY:
- DP-100
- Vulcan 2,3 mill. $
- DBS SUPERLEGGEPA
- VICTOR 62 mill.
- Vulcan Grand Tour

ostatní produkty:
- self-flying hybrid plane
- powerboat
- motorcycle
- Aston Martin residence - NYC

Beautiful Won't be Tamed

Beauty
Craft
Art

beautiful leaves a lasting impression
The love of beautiful
The love of beautiful drives Aston Martin
craft is our benchmark
discover the dedicated craft in every Aston Martin
every detail evokes a deep sensory response

Brand identity
- od svérázné britské značky ke globální "superznačce", kt. zaujme mladší zákazníky, zatímco si udrží oddané fanoušky

Brand image
"coolest car brand in the UK"
"James Bond's car"

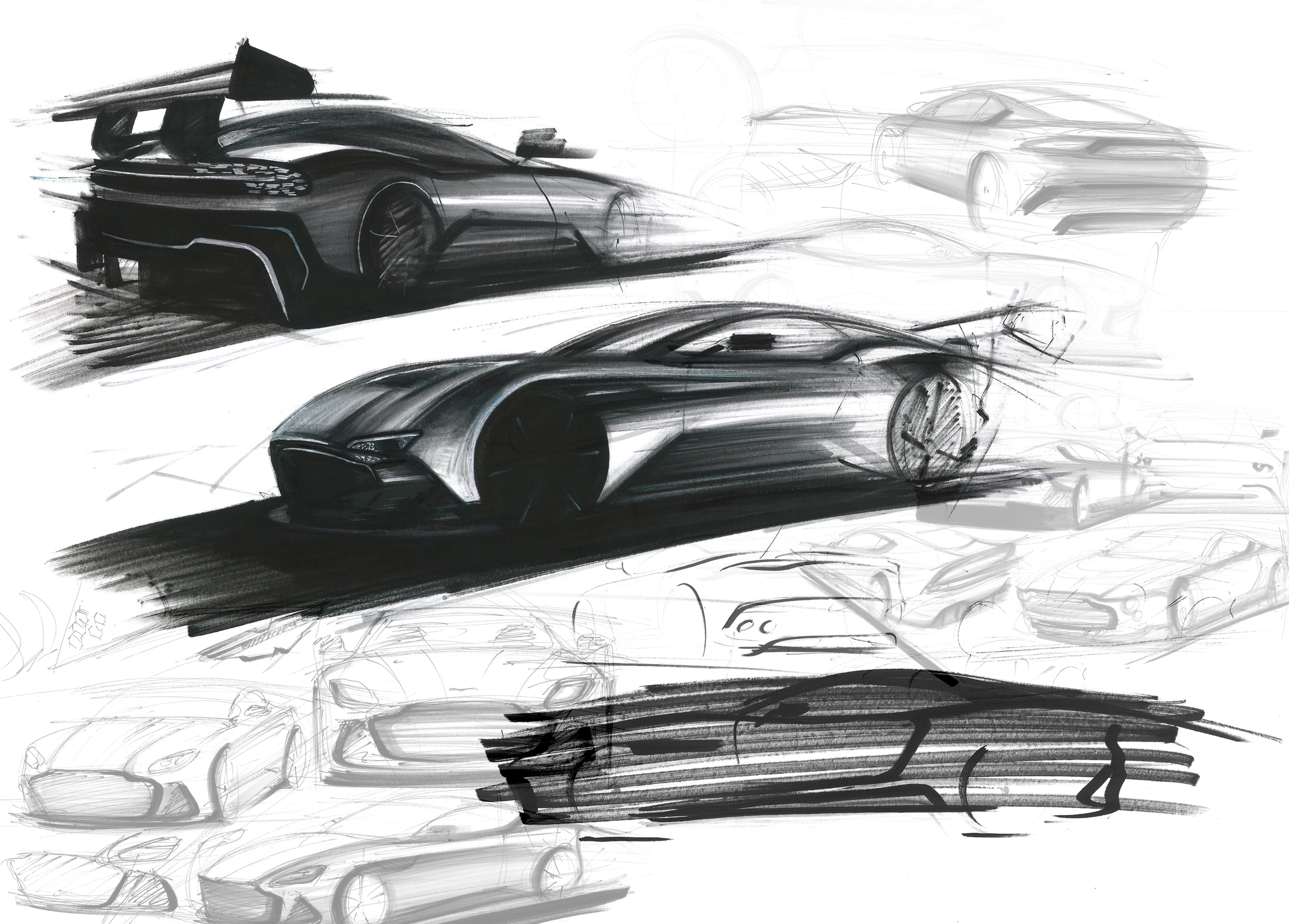
konkurenční značky:
- Ferrari
- Maserati
- Lamborghini
- McLaren
- Audi
- Bentley
- BMW
- RollsRoyce
- Porsche
- Mercedes-Benz

- Beautiful origins
- racing pedigree
- worldwide acclaim
- a lasting legacy

SIGNATURE FEATURES:
- GRILLE, generic upright radiator with side intakes
- streamlined

Le Mans 1959: C. Shelby / R. Salvadori
Aston Martin DBR1

No time to die

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products
BRAND
identity
BEAUTY
CRAFT
ART
Technology
CRAFTSMANSHIP
DESIGN
NO TIME TO DIE.

I seek to learn, to know, to discover
I have the moral courage to reinvent
while staying faithful to my principles.

I know that Success is NOT
THE GOAL ... BUT ONLY THE
BEGINNING ...
I am Aston Martin

CURVES

Characteristic features

MY SOUL

THE JOURNEY
EXPLORE

MY BEAUTY
ADMIRED BY MAKERS.
SCULPTURED BY HAND.
explore

MY POWER
YEARS BECOME
SECONDS
explore

INTO THE UNKNOWN

DESIGN
THE ULTIMATE CHALLENGE
CULMINATION OF 100 YEARS
OF SUCCESS.
A SOPHISTICATED EVOLUTION

Unmistakably
Aston

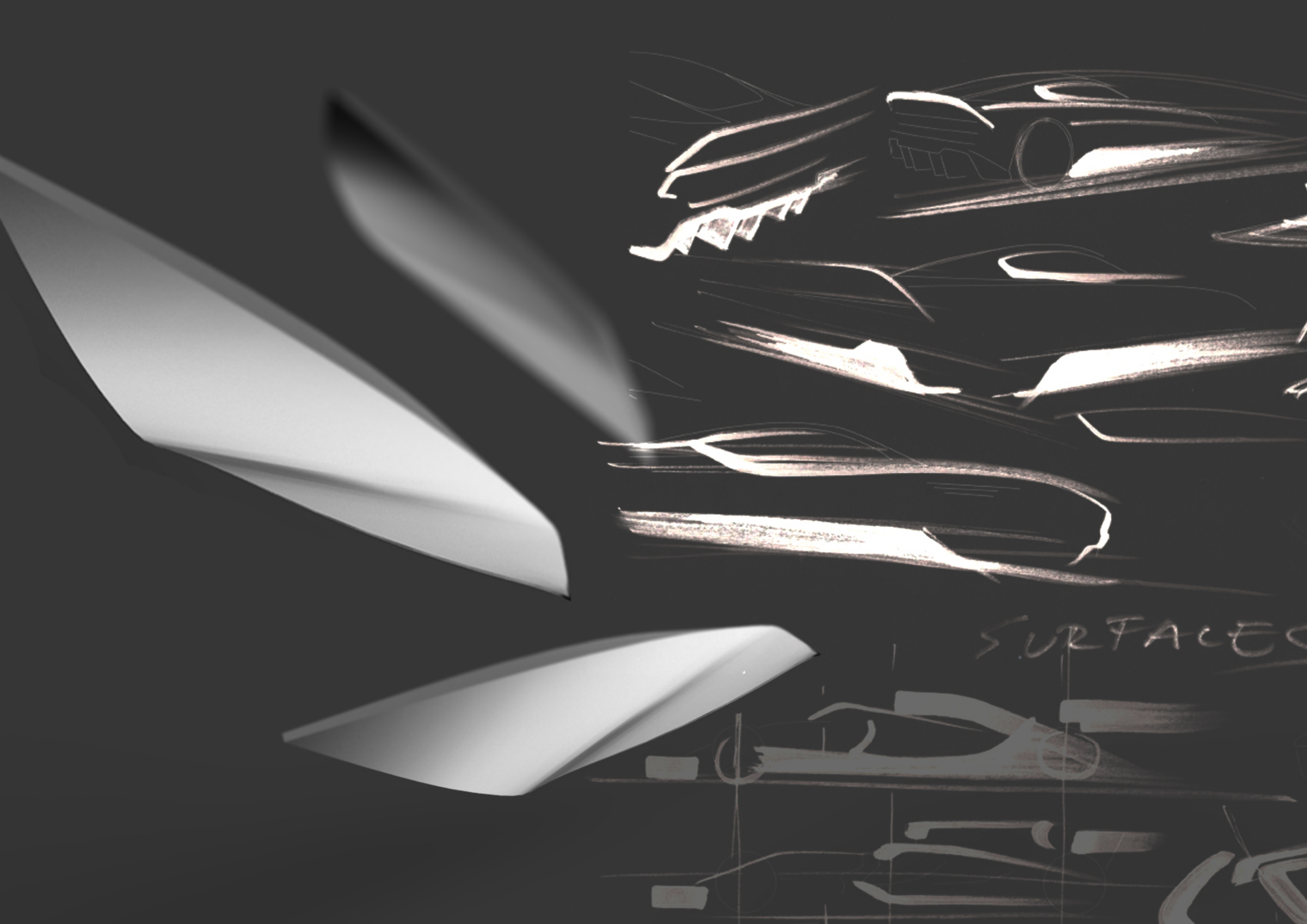
A voyage OF
DISCOVERY

KEEP EXPLORING

VÁŠEŇ

ZÁSLUHA

Volumes


SURFACES

