

PRESS RELEASE

ASTON MARTIN DEBUTS DB11 AT THE RIYADH WORLD LUXURY EXPO.

10 March 2016



WORLD
LUXURY
EXPO
RIYADH

RIYADH, KINGDOM OF SAUDI ARABIA

The long awaited 'double-figure DB' generation to star at the super-exclusive show with its concept partner, the iconic James Bond "Spectre" DB10.

Aston Martin's new benchmark DB11 takes centre stage at the Riyadh World Luxury Expo at the Ritz-Carlton in Riyadh. The first publicly available in the model in the "double-figure" generation of the famous DB marque, it will feature alongside the only remaining DB10, the car-star of the latest James Bond film 'Spectre'.

"The DB11 is the benchmark model that sets down the design parameters for the next generation of these remarkable cars," said Sheikh Ali Alireza, CEO of Haji Husein Alireza and Co., sole concessionaires for Aston Martin in Saudi Arabia. The future design themes and product strategy to start the second century of AML as the sports car of choice for the aficionado begin here and now!"

The opening event will be attended by a delegation of senior management from Aston Martin Lagonda, including World Wide Sales Director Mr. Christian Marti, to introduce the car to the discerning buyers in the important Saudi Arabian market.

The Riyadh Amex World Luxury Expo counts amongst the most exclusive exhibitions in the world, with, many VVIPs and even Royalty attending this high profile event. The three-day exhibition will showcase meticulously selected brands and services from an impressive range of luxury categories, appealing to a highly discerning guest list.

Paul Jackson, CEO of World Luxury Group – says “Aston Martin’s important announcement is another impressive addition to the exciting line-up at Amex World Luxury Expo. We are proud to continue a relationship which has seen Aston Martin exhibit with us every year since inception”.

Mark Pocock, National General Manager - says that Aston Martin could not be more at home in the ultra exclusive environment of the Riyadh event. “Aston Martin is probably the widest known luxury sports car brand in the world,” he noted. “Our 100-year racing history and 50 year association with the quintessentially British character of James Bond have introduced the brand to hundreds of millions of aficionados across the world.”

Pocock said that underpinning the longevity of Aston Martin’s enviable reputation was the total commitment of the designers, engineers and craftsmen to keep the customer at the centre of their thinking and to produce the finest possible car.

“I am particularly delighted that Saudi Arabia will be introduced to the next generation so early in its life,” said Pocock. “Our customers here have a deep affection for Aston Martin, and I am sure that the stunningly styled and technologically advanced ‘double-figure DB’ generation will attract its own new generation of enthusiasts. I look forward to meeting customers both existing and new and taking orders during the show.”

Pocock concluded by noting that, “we have a large order bank and waiting list” and said that the importance of the Saudi market was amply demonstrated by the presence of Aston Martin’s senior management at this event!

Augmenting the presence of the two show-stopping DBs, AML is due to launch a limited edition Vanquish Zagato in 2016. This phenomenal very short-run car will surely engage the attention of car collectors. A serious road car of great rarity, the Zagat iterations of Aston Martin have also proved a profitable investment. The order book will fill early and Pocock recommended that potential customers act early to confirm interest.

Those looking to attend AMEX World Luxury Expo can request an invitation and pre-register online at www.wlgreg.com

Following the event in Riyadh, World Luxury Expo will continue to Seoul in September 2016 continuing an on-going annual signature series of events.

معرض الفخامة الدولي WORLD LUXURY GROUP

www.worldluxuryexpo-riyadh.com

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NOTES TO EDITORS:

Focus: The World's Leading Luxury Brands

Venue: The Ritz-Carlton Hotel, Riyadh, in Ballrooms A & B

Dates: 30th March – 1st April 2016

Opening Hours: 16h00 – 23h00 daily

The expo is returning to the luxurious Ritz-Carlton, Riyadh from March 30 March to April 1 2016. This will be the fourth year American Express Saudi Arabia has been the exclusive headline sponsor of the highly anticipated event.

The three-day exhibition will showcase carefully selected luxury brands and services from an impressive range of luxury categories, appealing to a highly discerning guest list.

The event is strictly by invitation only and VIP guests can expect to see enhancements from previous years as the organisers continue to refine the overall visitor experience and hospitality, both hallmarks of the American Express World Luxury Expo.

The expo will feature carefully selected exhibitors from luxury categories including fine art, high-end jewellery, fashion, hand-crafted time pieces, designer furniture and exquisite table settings, fine dining, luxury executive cars and sports cars, private aviation and luxury travel.

About World Luxury Group:

World Luxury Group is the corporate head office for the executive production team of the World Luxury Expo series of events in the Middle East and Asia.

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