



ASTON MARTIN

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## **JAMES BOND AND ASTON MARTIN ARE REUNITED**

007 will drive Aston Martin in Bond 20  
marking the 40<sup>th</sup> anniversary of the franchise.

James Bond, the legendary British secret agent, will drive an Aston Martin again in the next 007 film it was announced by Metro-Goldwyn-Mayer (MGM), Eon Productions, and Aston Martin. The 20<sup>th</sup> installment of the longest running and most successful franchise in cinema history, produced by Michael G. Wilson and Barbara Broccoli, is due for release in 2002. Bond 20 marks the 40<sup>th</sup> anniversary of the franchise that began in 1962 with *Dr. No*. Pierce Brosnan will make his fourth appearance as James Bond in the film, which will be directed by Lee Tamahori (*Along Came a Spider*, *The Edge*) and written by Neal Purvis and Robert Wade. Production will begin at Pinewood Studios in January 2002.

The recently launched V12 Vanquish will be the fourth Aston Martin that Bond has driven. The association with the marque began in 1964 with the film *Goldfinger* when the DB5 was fitted with "optional extras" such as ejector seats and rockets.

Producers Michael G. Wilson and Barbara Broccoli say, “James Bond and the British Aston Martin car have had a long and successful partnership in our films, and we are delighted to welcome the latest model, the Aston Martin Vanquish, to appear in the 20<sup>th</sup> film of the series.”

Robert Levin, MGM’s president of Worldwide Marketing and Distribution, adds, “We are thrilled that Bond fans will get to see James Bond back in the Aston Martin – especially for Bond 20, which marks such a momentous milestone in film history.”

Dr. Wolfgang Reitzle, group vice president, Ford Motor Company, and chairman, Premier Automotive Group, says: “When people think of James Bond, the first car they think of is Aston Martin. For all of us that love the 007 films, it is great news that Bond is back driving an Aston Martin, this time our latest and most sophisticated model ever. We are also pleased to be working with MGM and Eon Productions, and through the wider support of Ford Motor Company we will be offering our full range of cars to the production.”

Dr. Ulrich Bez, chief executive of Aston Martin Lagonda, says, “I am sure James Bond will recognize some of the styling cues on the Aston Martin Vanquish. He will find it technologically advanced and perfectly suited for the type of work he does today. This agreement comes at a really important time for us. Aston Martin is going through some major changes. The best reflection of this is our new V12 Vanquish. It combines elements from our heritage, but also clearly shows the direction of the company’s future.”

The V12 Vanquish is the latest in a long line of cars from one of the most famous names in the motor industry. It is at the leading edge of automotive design and combines an aluminium and carbon fibre body, Formula One-style gearbox, and 460bhp V12 engine. Deliveries to customers began at the end of 2001, with the V12 Vanquish priced at £158,000, and there is now an eighteen month waiting list for the car.

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