

DB1



DB2/4



DB4



DB5



DB6 Mk2

Aston Martin a Brief Historical Introduction

The words “Aston Martin” convey a selection of strong images: classic racing cars from the golden era of motor racing; the iconic shape of the DB4, 5 and 6, mighty supercharged behemoths from the 1990’s; the sleek beauty of the DB7 and now the stunning new road and race car models from the Ulrich Bez Gaydon era. This combines with the James Bond factor. Since 1965 his film persona is also associated with the cars: a gentleman but tough, sexy but sophisticated, exciting and dangerous but in control. All these images and emotions help form Aston’s current “brand value”, which unlike many other premium marques such as Porsche, Ferrari and Lamborghini, is certainly not brash and flash, but very “British.” This seems to encourage positive enthusiasm from other road users, in fact Aston Martin has been voted the UK’s coolest brand for five out of the last six years. Is it any wonder that buying an Aston is an emotive decision, even before you enter the showroom?

Today Aston Martin is an iconic brand which stands shoulder to shoulder with the other automotive greats and, like so many other sports car icons, the Aston brand was born from a passion for motor racing. As this is a buyers’ guide rather than a historical guide, we don’t want to cover the whole of Aston’s history in great detail: that is a book on its own! However we do want to give you a feel for how the brand was born, and some of the major changes in its history, allowing you to get a feel for how it has developed into today’s world-wide success.

Back before the Great War, Lionel Martin sold, modified and raced Singer cars, with good success, particularly at the Aston Clinton hill climb course in Buckinghamshire. With the support of his business partner Robert Bamford, an engineer, they built their own car in 1915 and the name was created from a passion for motor sport. The first name “Aston” after their successes at the hill climb and the “Martin” after the co-owner/racing driver: Aston Martin was born! The war intervened but development continued again once peace returned and the new brand continued to enjoy success in competition once again. In fact in 1922 an Aston broke no less than ten world speed records, running for over 16 hours at an average speed of