



First Aston Martin DBX707 customer car completed

- **World's most powerful luxury SUV roars off production line at St Athan**
- **DBX707 proudly hand built in Wales to be sold in more than 50 countries globally and boosts local employment with more than 100 new skilled jobs created**
- **Landmark celebrated with visit from the Secretary of State for Wales, Simon Hart MP, who personally added finishing touches to a DBX707 on the assembly line**
- **DBX707 heralds a new definition of performance, luxury and driving pleasure**

09 May 2022 – St Athan, UK: Aston Martin DBX707, the world's most powerful luxury SUV, has begun to roar off the assembly line at St Athan, Wales.

Inspected by the Secretary of State for Wales, Simon Hart MP and Parliamentary Under-Secretary of State for Wales, David Davies MP, the very first DBX707 customer car was completed today, with the benchmark-setting model set to be shipped to more than 50 countries around the world over the coming months.

Proudly hand built at the British ultra-luxury manufacturer's facility in St Athan, Wales, DBX707 elevates Aston Martin to the pinnacle of the luxury SUV segment with a unique combination of blistering performance, supreme dynamics, unmistakable style, and absolute luxury.

Providing immense power with its signature 707 PS, DBX707 is capable of a maximum speed of 193mph and can reach 0-60mph in just 3.1 seconds. The new DBX707 is an SUV like no other, engineered with an abundance of character and compelling capability, DBX707 is the ultimate SUV in every respect.

More than 100 new skilled automotive technicians have been recruited by Aston Martin at St Athan to support the ramp-up of DBX707 production, with the DBX model the first Welsh-built production car for almost 50 years.

Michael Straughan, Chief Operating Officer of Aston Martin Lagonda, said: “Aston Martin is immensely proud to be manufacturing industry-leading products like DBX707 from a world-class facility in Wales, and we are delighted to see the very first model completed.

“As the first car delivered through the product development cycle under the leadership of Lawrence Stroll, Executive Chairman of Aston Martin Lagonda, DBX707 is a symbol of the new era for Aston Martin and the brand’s ability to combine ultra-luxury and high-performance.

“The initial reaction from customers and media has been tremendous, and as we ramp-up DBX707 production at St Athan, it is fantastic that we have also had the opportunity to grow our team and create more employment opportunities for people from the local community. Wales has a rich tradition of industrial and engineering excellence and we’re excited to be forging the future and to support that proud heritage”

The Secretary of State for Wales, Simon Hart, said: “It’s great to see the iconic Aston Martin brand roll off the production line in here in Wales, before being exported to countries around the world. The success of the DBX707 is testament to the highly skilled and hard-working team, and it’s fascinating to see how they work.

“I want Wales to be a highly attractive location for cutting-edge automotive technologies and the UK Government will continue to work to secure and support the investment of companies, like Aston Martin, as they drive economic growth and create jobs.”

Ends

About Aston Martin Lagonda:

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB11, DBS, DBX and its first hypercar, the Aston Martin Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment, a move that led to Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Cognizant Formula One™ Team and commenced new era for the iconic British marque.

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