

ASTON MARTIN CEO CONFIRMS THE REVIVAL OF THE LAGONDA MARQUE

September 01, 2008: Aston Martin Chief Executive Officer Dr Ulrich Bez has today confirmed his intention to revive the Lagonda marque.

In a statement today he said, "After my eight years with Aston Martin, four with profitability,

and 16 months of independence, it's time to think about a longer term future. Aston Martin

is an honest, authentic brand which builds the most beautiful sportscars combining modern

technology with craftsmanship. Next year we will launch the four door Rapide sportscar, and this will be followed by the project 'one 77', the most spectacular Aston Martin ever.

Aston Martins are currently available in 32 countries but we will remain limited in our market penetration by the pure character of our cars - sportscars.

"We have now investigated and concluded that the revival of the Lagonda brand would allow us to develop cars which can have a different character than a sportscar, and therefore offer a perfect synergy. Lagonda will use a unique design language as Aston Martin does. We will take elements of DNA from the past but will be very future orientated

as we are with Aston Martin. With Lagonda offering exclusive, luxurious and truly versatile

products with high quality and usability and suitable for both existing and emerging markets, I believe we can be present in more than 100 countries in the world.

"In 2009 Lagonda is about to celebrate its 100th birthday and in its centenary year we are

confident that we will show the first concept of a car which could be in the market in 2012,"

he confirmed.

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