

AUTOMOTIVE

Aston Martin takes audiences on bespoke journey

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The brand is showing off its capacity to cater to the individual preferences of its consumer base. Image credit: Aston Martin

By EMILY IRIS DEGN

British automaker Aston Martin is detailing the process that goes into making its customized vehicles.

Released this week, new digital content takes audiences through the brand's personalization funnel, from conception to production the making of a one-of-a-kind DBS 770 Singletone is specifically outlined in the series. Called "Q by Aston Martin," named after the service it highlights, the videos include interviews with designers, shots of craftspeople busy at work and close-ups of the configurations at every step of the journey, bringing to life the company's play into one of the industry's biggest trends: bespoke luxury.

"Q by Aston Martin illustrates the brand's intention to provide more than just an automotive experience," said Karl Brauer, executive analyst at [iSeeCars.com](https://www.iseecars.com), Woburn.

"The automaker wants the purchase of an Aston Martin to represent the ultra-luxury lifestyle surrounding the brand," Mr. Brauer said. "Aston Martin recognizes the critical role of personalization for luxury customers.

"For a long time, just having the means to buy a premium brand was exclusive enough for affluent car enthusiasts, but in recent years the bar has been raised on what it takes to engage these top-tier buyers, with luxury and ultra-luxury brands responding through a wider range of customizable options."

Mr. Brauer is not affiliated with Aston Martin, but agreed to comment as an industry expert.

Design to reality

Three episodes in the series are out now, covering the features that help clients participate in the design process.

Aston Martin grants personalization services in New York

The making of a custom DBS 770 Singletone model drives every slot, beginning with the first, which was shot at Q New York, Aston Martin's flagship in North America. Dedicated to personalization, the Manhattan space feeds into the brand's larger effort to center all things bespoke.

Other showrooms around the world follow suit, placing consumer care at the heart of operations. Locations such as Aston Martin's recently opened address in Tokyo ([see story](#)) give visitors the chance to engage with the brand and put their own spins

on luxury vehicles.

As spenders increasingly opt for products that reflect their individuality, other high-end business categories, from fashion to retail to beauty, are rolling out their own programs tailored to the preferences of their audiences. Granting more freedom to the buyer, craftspeople and opportunities for guests to take part in the design process are now more present than ever on-site at stores and dealerships.

Q New York is no exception, as pictured in Aston Martin's series.

Aston Martin makes the case for its customization program

The DBS 770 Singlestone that it chronicles reflects the client's adoration for British heritage and science, as told by starring professionals in the videos. Artisans work to match the shade of paint to the customer's vision, and are shown cutting fabric, drawing mock-ups and brainstorming, revealing the extent of talent and resources that are poured into the commission service.

Landing at the Gaydon factory floor in the United Kingdom for the second episode, the testing and fitting process, led by engineers, also gets a moment in the sun. Finishing touches like carbon fiber tinting, painted interior graphics and woven leathers exhibit the range of the automaker's methods of making the vehicle specific to its future driver.

The move could transform Aston Martin's personalized luxury from a concept to an easy-to-envision option for prospective customers.

In the third episode, the Aston Martin DBS 770 Singlestone is unveiled at Q New York. Tying up the entire process, the latest video in the series gives audiences a preview of what their participation in the customization program can materialize.

Aston Martin presents the grand reveal

"Buyers attracted to the Q experience will be looking for a very specific automotive treatment," Mr. Brauer said.

"Aston Martin's ability to provide that treatment will give it an advantage over competitors who can't match the brand's level of customization," he said. "This will appeal to both current and new Aston Martin customers who have the resources and are happy to spend them on getting exactly what they want in a new luxury vehicle.

"Aston Martin can charge a substantial premium over its standard vehicle pricing to ensure profitability for the program."

Bespoke boosts

In 2024, the automaker has often put its customization service on a platform via campaigns, in-person activations and more.

Aston Martin took to London to do just that this summer, opening its House of Q pop-up experience in time for the 60th anniversary of *Goldfinger*, the third film of the 007 series. Named after the leader of the British Secret Service's research and development team, the themed space's upstairs area was specifically devoted to configuration, complete with on-site design experts ([see story](#)).

From production to fitting, the Aston Martin DBS 770 Singlestone comes to life at Gaydon. [#AstonMartin](#)
[#INTENSITYDRIVEN](#) [#QbyAstonMartin](#)

Aston Martin (@astonmartin) [August 14, 2024](#)

Personalization is currently driving the show at Monterey Car Week. Running through Aug. 18 in California, displays are continuing a multiyear push to appeal to American drivers who want to have full control over the look of their luxury cars ([see story](#)).

"Having wealth is no longer a unique status, at least not within the social circles of wealthy people," Mr. Brauer said.

"Today, expressions of wealth are all about unique access, special treatment and limited availability," he said. "Creating an Aston Martin through the Q Personalization system represents a single customer's vision, making it unlike any other Aston Martin or luxury vehicle.

"That's the ultimate luxury experience."

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