

St Athan to be “Home of Electrification for Aston Martin”

The luxury car brand has announced today that its new UK manufacturing facility at St Athan will become the brand’s centre for electrification and the home of the Lagonda brand, the world’s first zero-emission luxury marque.

The Rapide E will be the first Aston Martin to be built in Wales when production commences in 2019.

It will be Aston Martin’s first all-electric production model and is set to be a highly-desirable electric vehicle with the levels of performance expected of an Aston Martin.

First Minister, Carwyn Jones said

“I am very proud of Aston Martin’s decision to locate its new manufacturing facility in St Athan. It showed a huge vote of confidence in the Welsh Government’s can do attitude and in the support that we can offer to businesses that want to work with us.

“Today’s announcement that St Athan will also be the “Home of Electrification” for both Aston Martin and Lagonda is another huge win for Wales. It is a genuine testament to the reputation, dedication and skills of our work force. It also further cements Wales’ relationship with Aston Martin and is an excellent and very tangible example of how Welsh Government support can act as the catalyst for further economic growth and job creation.”

Economy Secretary Ken Skates said:

“Our Economic Action Plan is clear about the importance of decarbonisation to the future of our economy so I am absolutely delighted that Aston Martin has taken the decision to make St Athan its centre for electric vehicle production.

“I am confident that this decision, both directly and via the supply chain will help to drive genuine economic growth and result in the creation of more highly skilled Welsh jobs.”

Dr Andy Palmer, Aston Martin President and Chief Executive Officer, said:

“Aston Martin sees itself as a future leader in the development of zero emission technologies, and I am delighted that St Athan will be our ‘Home of Electrification’ for both the Aston Martin and

Lagonda brands.

“The Rapide E will spearhead development of Aston Martin’s low- and zero-emission vehicle strategy. With the reintroduction of the Lagonda brand, this is a demonstration of how electrification features prominently in our business plan moving forward.”