

"Driven To the 9's Tour" For The All New Aston Martin DB9 in the US

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Aston Martin, creator of bespoke, high-performance sports cars, is embarking on a North American Tour to launch two all new models: the DB9 Coupe and DB9 Volante.

The 'DRIVEN TO THE 9's TOUR' will stop in 30 cities over a four-week period, beginning 6 May 2004. The DB9 Coupe will officially arrive in North American showrooms this summer, followed by the convertible version, the Volante, later this year.

Two tour teams will simultaneously reach each coast, offering private DB9 viewing parties at every Aston Martin dealer in Canada and the United States.

Current Aston Martin drivers, hand-picked prospects and a carefully selected mix of automotive and lifestyle media will be invited. Attendees will be among the first to see the DB9 in both its Coupe and Volante forms.

Last year's 'Power, Beauty and Soul Tour' saw the DB7 GT receive great acclaim - and it allowed the limited edition Aston Martin DB AR1 (American Roadster) to be sold out in only seven weeks.

The 'DRIVEN TO THE 9's TOUR' picks up where last year's event left off and will help to increase the profile of the Aston Martin brand in North America.



“Just as the DB9 is two generations ahead of DB7, the ‘DRIVEN TO THE 9’s TOUR’ will elevate Aston Martin’s product launch activity to new heights,” said Cristina Cheever, Aston Martin North America’s Communications & Marketing Manager. “We are working closely with some of the partners who make our cars special, so as to bring a unique experience to all our guests at each event.”

Aston Martin executive management will be on hand to talk with owners and answer questions about the DB9 and the company. Many of the attendees will be drivers of competitive vehicles.

According to Cheever: “We are targeting owners of high luxury sports cars, and we want them as well as our current clients to see how high Aston Martin is raising the bar with its DB9.”

The DB9 Coupe and Volante are the first models to be built at Aston Martin’s all new production facility at Gaydon (UK).

Text/Photos - Aston Martin

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