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## Revival of the Lagonda Marque

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**Lagonda will be reborn in 2009, the centenary year of the celebrated marque. Offering 'exclusive, luxurious and truly versatile' cars, the revived Lagonda will sit alongside its sportier sibling, Aston Martin, and produce high quality cars for both existing and emerging markets.**

Given this focus on emerging markets and the fact that the new Rapide sports car, due for launch next year, will still be badged as an Aston Martin despite its four-door bodystyle, we would guess that the new-generation Lagondas will tend towards the extremely large and lavish end of the spectrum.

Very little has yet been announced by Aston Martin, other than a brief statement from CEO Dr Ulrich Bez confirming the revival of the Lagonda marque and stating, "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 sports cars combining modern technology with craftsmanship. Next year we will launch the four-door Rapide sports car 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 - sports cars."

He goes on to say that Lagonda will use a unique design language, as does Aston Martin, taking elements of DNA from the past but staying firmly 'future-orientated'. "I believe we can be present in more than 100 countries in the world," concluded Dr Bez.

The first Lagonda concept is expected to appear next year, with an anticipated launch date of 2012.

*Text: Charis Whitcombe*

*Photos: Aston Martin Lagonda*

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