
Classic Driver at the Geneva Show: Lagonda Concept

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Lagonda celebrates its centenary this year. To mark this event, marque-owner Aston Martin has launched a concept luxury 4x4.

Penned by Marek Reichman, Aston Martin's Director of Design, the new car is described by the British company as a 'four-seat international tourer'. Few technological details have been released; however, it will – should it see production - be available with a choice of powerplants including diesel, 'flexfuel' and hybrid. The prototype shown at Geneva is V12-powered.

Many of Lagonda's most elegant 1930s designs were 12-cylinder models.



The car runs on 22in wheels and would appear to appeal to the Porsche Cayenne - rather than Land Rover Discovery - market for spacious, luxurious long-distance motorway cruisers.

“The Lagonda is the luxury car of the future,” said Aston Martin Chief Executive, Dr Ulrich Bez, “a combination of total usability, a new form and innovative new technology and materials.

“An Aston Martin is an authentic, pure sports car but Lagonda is something else, a new brand that will reach into new markets and have different values to Aston Martin.”

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Photos: headlineauto

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