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Aston Martin Cygnet - Luxury Commuter Car Concept



In a surprise announcement, Aston Martin has revealed that it will be showing a city car concept based on the highly rated Toyota iQ. Recognising that its customers are also likely to own a commuter runabout, the British company could take iQs from Japan and turn them into luxury city cars with some Aston touches, such as a bespoke interior and subtly amended styling.

The company's CEO, Dr Ulrich Bez, said: "Now is the right time for Aston Martin to take this first bold step to embark on this special project – made possible with the support of an organisation of Toyota's stature and capability and the intelligent design and perfect city car package of the iQ.

"Much work is still required, but I am confident that this project could become reality in the not-too-distant future. This concept – akin to an exclusive tender to a luxury yacht – will allow us to apply Aston Martin design language, craftsmanship and brand values to a completely new segment of the market.

"The offering of a 'Cygnet' with a DBS, DB9 or Vantage is a unique combination of opposites and a novel transport solution, allowing intelligent and sensitive mobility on an exclusive and innovative level."

The little cars could be shipped from Toyota (in partially completed form) to Gaydon for bespoke assembly, the addition of an Aston grille and the injection of that unique 'Aston DNA'.

The EuroNCAP 5-star-rated iQ, in 1.0-litre manual specification, can deliver 65.7mpg fuel economy and CO2 emissions of just 99g/km (exempt from annual road tax in the UK).

If the project gets the go-ahead, it could well be that deliveries of the 'smallest Aston ever', named the Cygnet, start in early 2010.

Text - Steve Wakefield

Photo - Aston Martin

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