

# CLASSIC DRIVER

## Geneva 2010: Debut of Aston Martin Cygnet Concept



**Nine months after images of a clay styling model were shown to the public, a production-ready Aston Martin Cygnet was revealed to a largely appreciative audience at Geneva. 'Production-ready' to our eyes - but still in 'we'll gauge the reaction from the market before offering it through our dealers' territory. Make that a 'probably', then.**

As the **Classic Driver** office had expected all along, the little city car based on a **Toyota iQ** was beautifully finished and exhibited much '**Aston DNA**'. The backwoodsmen may complain, but there's no denying that it addresses an important, growing market for deluxe small cars and provides the Gaydon-based manufacturer with an additional, low-carbon model in its range.



In a press release timed to coincide with the show, **Toyota** was not mentioned by name. **Dr Ulrich Bez**, the company's Chief Executive, stated: "Many of our customers have a need for a small car for urban and city use. The **Cygnet Concept** brings intelligence, innovation and artistry to the small car market... [It] represents the natural choice for those customers looking for a premium commuter car.

"Our past, our future and our backbone will always remain sports cars, but the **Cygnet Concept** will support this by offering our customers a greater degree of freedom in the urban context."



Alongside the **Cygnet** at Geneva was a limited-edition, 'UB2010' DBS, one of a run of just 40 cars celebrating **Dr Bez's** 10th year as Chief Executive of the company. I think – as did many others – that the two cars sat well together, as they would in many garages worldwide.

No prices have been released, and nor has the company officially confirmed that the **Cygnet** will be for existing customers only. If the decision is taken to market it, deliveries will commence in 2011.

*Text: Steve Wakefield*

*Photos: Newspress*

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