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[Aston Martin Cygnet: Due for 2011 Production, New Video Released](#)

“An Aston Martin 'tailor-fit' for the city," is how Marek Reichman, Aston Martin's Director of Design, describes the little city car which has been given the go-ahead for production in 2011.

The **Cygnet**, based on **Toyota's** highly rated **iQ** (which is not mentioned by name in the press release today), will be built at **Gaydon**. It will be painted and trimmed to a level you'd expect from the British luxury brand, as well as carrying certain bespoke bodywork, such as the grille, for that classic **Aston** 'look'.

“Cygnet is small but luxurious,” continued **Reichman**, underlining the hand-crafted nature of the little car, its use of genuine **Aston Martin** leather and real metal for the interior. “Luxury is not constrained by scale.”

“It is time to think differently. **Aston Martin** is honest and we don't make compromises,” added the company's CEO, **Dr Ulrich Bez**.

“Whatever we do, we do right. If we do performance, we do performance; we don't downsize or compromise our sports cars. The **Cygnet** needs to satisfy the demands of emissions and space. It is a car without compromise, just like every other **Aston Martin**.”

Prices, specifications and ordering details will be confirmed later this year. There is no definite commitment to the company's original intention to only supply existing **Aston Martin** customers.

Text: Steve Wakefield

Video: Aston Martin

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