

CLASSIC DRIVER

1975 Aston Martin Lagonda - Series 1 7.0-Litre Saloon

Series 1 7.0-Litre Saloon

- Lot sold
USD 304 097 - 364 916
GBP 250 000 - 300 000 (listed)
Year of manufacture 1975
- **Gearbox** Manual
- **Drivetrain** 2wd
- **Drive** RHD
- **Interior colour** Other
- **Condition** Used
- **Location** 
- **Fuel type** Petrol
- **Exterior colour** Other
- **Car type** Saloon
- **Exterior brand colour** Anthracite Grey
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Description

The Lagonda brand had been moribund for a decade when Aston Martin revived it in 1974 as the model name for a new four-door saloon based on the existing two-door V8. It is said that the project was born out of Aston Martin owner David Brown's desire to be chauffeur driven in a car of his own manufacture. A prototype ('MP/230/1') was used by David Brown in 1969 but the project would not come to fruition until after his departure and Aston Martin's acquisition by Company Developments. Launched at the London Motor Show in October 1974, the new Lagonda was 305mm (12") longer in the wheelbase than the two-door V8 whose engine and running gear it shared and to which it bore an understandably strong resemblance. Priced at £14,040, including Purchase Tax, at the time of its launch, the Lagonda cost 24% more than the contemporary V8 and thus was one very expensive motor car. The first example completed was for Aston Martin's then chairman, William Wilson. Unfortunately, the ongoing Middle East

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