
No time to blink, 1:1 Corgi James Bond Aston Martin DB5 revealed

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Commuters, tourists and fans will be treated to the sight of a full-size Corgi box containing a replica of the 1965 Aston martin DB5 model in London ahead of the launch of the latest James Bond film, No Time To Die.





It's the model everyone wanted in the late 60s' the Goldfinger James Bond Aston Martin DB5, complete with an assortment of gadgets. It was awarded 'Toy of the Year' and 'Best Boys Toy' and was originally at around 50p, the model proved so popular that it has had to be retooled numerous times, with over 20 million units having been sold worldwide.



The grand unveil was carried out by Marek Reichman, EVP & Chief Creative Officer, Aston Martin Lagonda. Reichman was joined by Chris Corbould OBE, Special Effects Co-Ordinator, who is not only responsible for some of the most iconic James Bond action scenes from the past 15 films but was also heavily involved in the engineering of the eight DB5 stunt replicas produced for the movie and the working gadgets on the DB5 Goldfinger Continuation cars.



Marek Reichman said “We are really honored to be marking the start of the No Time To Die campaign today with this exciting unveil. Aston Martin’s relationship with James Bond spans decades and the DB5 is, without question, the most famous car in the world by virtue of its 50-plus year association. Working with EON Productions and Chris Corbould to build 25 of the DB5 Goldfinger Continuations was a truly unique project for everyone involved at Aston Martin. Now, to work with Corgi - another quintessential British brand - and to see James Bond’s most cherished car sitting inside a to-scale toy box in central London is quite outstanding”.

The full-size replica Corgi DB5 box will be on display at Battersea Power Station in London for the general public to see until 1 October 2021.

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