



ULTIMATE CONVERGENCE OF PERFORMANCE AND STYLE - BOMBARDIER AND ASTON MARTIN

News / Business aviation, Manufacturer



Aston Martin and Bombardier – two iconic brands – have signed a letter of intent to collaborate on custom design services for Bombardier business jets. The collaboration would give customers the opportunity for a truly unique design experience, with the meeting of the top creative minds from the luxury automotive and private jet industries.

“Bombardier’s discerning customers have come to expect our products’ signature smooth ride and the company’s no-compromise approach to design, performance and reliability at every level of our portfolio,” said Peter Likoray, Senior Vice President, Sales and Marketing, New Aircraft, Bombardier. “We would be proud to add a new facet to this experience that channels Aston Martin’s distinct aesthetic approach.”

Aston Martin and Bombardier are known for creating masterpieces of engineering in which style never takes a back seat. This desire to collaborate reflects a common drive to innovate and opens up new possibilities for the cabin experience aboard Bombardier’s Challenger and Global business jets.

“Aston Martin has a highly refined set of automotive design principles, driven by the meticulous application of proportion, craft and technical innovation,” said Aston Martin Vice President and Chief Creative Officer, Marek Reichman, “Bombardier’s customers share our owners’ desire for unique contemporary design statements. We are truly excited at the prospect of collaborating with

Bombardier's accomplished design team to bring our respective design expertise together. Challenger and Global aircraft will give us an opportunity to take Aston Martin design to new heights."

Bombardier's award-winning business jet cabins offer spaciousness, productivity and comfort for an unparalleled experience that is further enhanced by a signature smooth ride. Cabin innovations such as the patented Nuage seating collection and the sophisticated P?r Air system highlight Bombardier's unrelenting commitment to passenger comfort and wellness.

Bombardier's refreshed portfolio of long-range, large-cabin Global aircraft has garnered design accolades including the International Yacht & Aviation Awards for the Nuage seating collection and the prestigious Red Dot award for product design for the Global 7500 aircraft. Bombardier's best-selling and multiple-award-winning Challenger platform is a top choice among top corporate flight departments and charter operators worldwide.

05 MARCH 2021

ARTICLE LINK:

<https://50skyshades.com/news/manufacturer/ultimate-convergence-of-performance-and-style-bombardier-and-aston-martin>