# Aston Martin Works Delivers Digital Excellence Via New Website

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*11 February 2015, Newport Pagnell, Buckinghamshire:* Aston Martin Works is inviting customers to explore its new website – www.astonmartinworks.com – which represents a crucial strand of its worldwide customer communication strategy.

The new website is a richly detailed resource for Aston Martin Works' customers and enthusiasts, providing a comprehensive summary of this unique sports car business.

Created with the user experience firmly in mind, the fully responsive website has been designed using the latest technology to ensure it is compatible with today's browsers and mobile devices.

Paul Spires, Commercial Director at Aston Martin Works, said: "The new website is key to the future success of this business, and I'm very much looking forward to hearing how our customers respond to it.

"The website design and build has been a painstaking process – months in the making – and I very much hope everyone who visits us online enjoys their digital trip to Aston Martin Works."

With sections covering everything from new sports car sales and servicing to heritage restorations and bodyshop work, the site also includes absorbing insights into the day-to-day running of the historic Buckinghamshire-based firm – which this year celebrates its 60th anniversary.

Immersive online content tells the fascinating story of Aston Martin Works from a human perspective, with video interviews featuring key staff members and sections detailing not only the heritage of the business but also its latest news.

Stunning images of new and previously cherished Aston Martin sports cars fill the sales sections, while there is also the chance to learn more about the meticulous work that goes into every one of Aston Martin Works' world-renowned heritage restoration projects.

Justin Pearce, General Sales Manager at Aston Martin Works, said: "The new site's superb imagery, displayed in the highest quality, shows our pre-owned sports cars off to their very best advantage while links through to the brand's detailed configurator give new sports car customers the chance to build the Aston Martin of their dreams, tailored to their precise requirements."

He added: "And we're not stopping here. More video content, including video of Approved pre-owned sports cars and our Heritage sales, will be added in the months to come."

The new website also allows visitors to share pages or items of interest via the major social media channels, as well as feedback their comments direct to the digital team at Aston Martin Works.

To experience the new site, simply log on to www.astonmartinworks.com

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Further information is also available via http://www.astonmartinworks.com/

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