



ASTON MARTIN

## SALES AND MARKETING BULLETIN

**To** All Aston Martin Dealers

**Attention** Dealer Principal

**Circulate To** Sales Manager  
Sales Specialist(s)

**Date** 3<sup>rd</sup> April 2007

**Subject:** 2008 Model Year

This bulletin advises you of changes to DB9 and V8 Vantage for the 2008 Model Year (08MY), which takes effect from September production. This programme includes significant enhancements to the standard specification of both models, introduces a number of new options and addresses specific points of customer feedback.

The full list of features is summarised below, with further detail provided in attachment 1.

	<b>V8 Vantage</b>	<b>DB9</b>
<b>New centre armrest with cubby box</b> <i>Redesign of the centre armrest to include a cubby box with lid and a cup holder</i>	Standard	Standard
<b>MP3 device audio connection</b> <i>Direct connection of iPod and USB devices to audio system</i>	Standard	Standard
<b>Steering wheel audio controls</b> <i>Steering wheel controls to adjust audio settings</i>	Standard	Standard
<b>New Bluetooth telephone system</b> <i>Phone book access replacing voice recognition; Now available to all markets</i>	Option	Standard

	<b>V8 Vantage</b>	<b>DB9</b>
Upgraded standard audio on DB9 <i>700W Aston Martin premium audio system comparable to V8 Vantage option</i>	Option	Standard
Windscreen mounted radio antenna <i>Exterior antenna on V8 Vantage removed, heated front screen no longer available</i>	Standard	Standard
Redesigned sun visor and vanity mirrors <i>Includes covered vanity mirror</i>	Standard	Standard
Passenger seat height adjustment standard <i>Fixed height seat with ISOFIX becomes option</i>	Standard <i>(not USA/Canada)</i>	Standard as 07MY <i>(not USA/Canada)</i>
Memory mirrors <i>As part of memory seats</i>	Option	Standard as 07MY
New languages for information centres <i>Russian, Greek and Chinese become available</i>	Standard	Standard
Bumper styling change <i>Fewer holes in rear number plate recess, addition of side markers to Gulf states vehicles</i>	Standard	Not applicable
Colour and trim changes <i>New paint and leathers and convertible roof colours. Re-categorisation of paint colours and prices</i>	Option	Option

### **Pricing**

Base vehicle prices increase slightly to reflect the standardisation of features as identified above, this varies by market but is typically 1% or less. Specific pricing for your market is attached to this bulletin, and in line with normal practice I would be grateful if you would sign the pricing schedules and return to me on fax number +44 1926 644266.

### **Ordering**

DCS has been updated to reflect the 2008 Model Year changes. You should now check all orders that have already been placed for September allocations onwards to ensure that the order still reflects the required customer specification. If you have any queries on such orders please contact your Dealer Support Executive.

### **Colour and trim samples**

To support the new 08MY colours, we have created a package of samples to update your colour and trim presentation wall. Given the low cost, the requirement to have these items and in order to reduce the administration burden, we are proposing to ship this pack to you automatically, billing your parts account on the 13<sup>th</sup> of April.

If you would prefer us not to do this, please contact Mark Thomson on +44 1908 305539 or [mthoms10@astonmartin.com](mailto:mthoms10@astonmartin.com)

### **Marketing Materials**

Revised customer specification forms and price lists will be available from Parts Operations by the end of April. Due to the limited visual changes at 08MY, brochures will not be updated. Part numbers for these items will be the subject of a future communication.

If you require any further help or information please do not hesitate to contact the product marketing team by e-mail or telephone.

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Best regards

A handwritten signature in black ink, appearing to read "D. Browne". The signature is written in a cursive style with a large, stylized "D" and "B".

David Browne  
General Manager, Product Marketing and Sales Operations

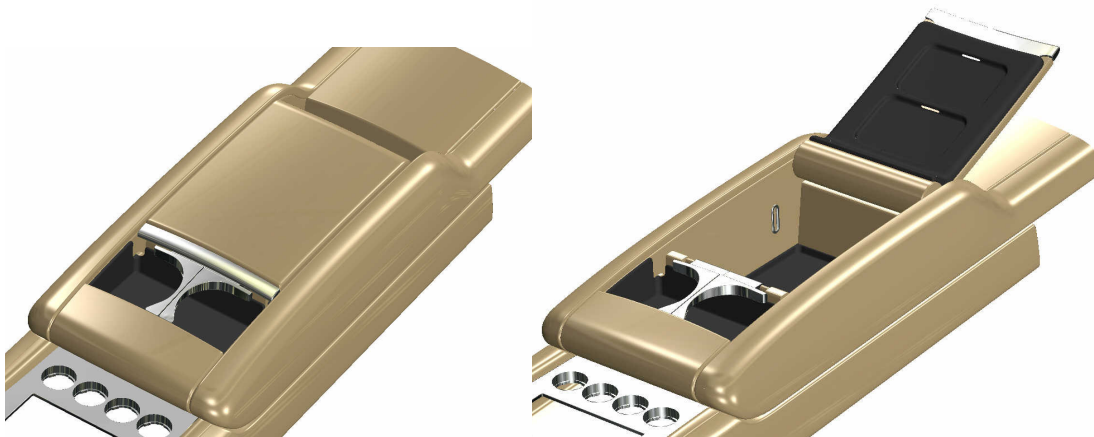
# Attachment 1: 2007 Model Year Changes in Detail

## Centre Armrest and Cubby Box

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Summary:	New centre armrest with cubby box		
Applicability:	V8 Vantage	Standard	All markets
	DB9	Standard	All markets

A leather trimmed centre armrest including a cubby box with lid and cup holder is introduced as standard on both V8 Vantage and DB9. With a useful 2 litres of storage, this space has been designed to hold a large combination of items including up to 6 CD cases, greatly increasing the practicality of the interior. The new auxiliary audio connections and a power socket are housed inside to conceal a connected iPod or charging phone. Immediately on front of the cubby box is an open trinket tray that incorporates a metal cup holder capable of holding two small bottles of water. It includes a twin cup holder. The initial computer aided drawings below shows the overall design of new box and armrest.



## MP3 Device Audio Connection

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Summary: Integrated connection for Apple iPod and generic USB music storage devices

Applicability:	V8 Vantage	Standard	All markets
	DB9	Standard	All markets

An integrated connection for personal music devices is introduced as standard for V8 Vantage and DB9 at 08MY.

There are two new ways to provide music to the vehicle audio system;

- Apple iPod with dock connector
  - Compatible with iPod Generation 3-5 including Video and iPod Nano
  - Connects via proprietary iPod cable (provided with the car)
- Generic USB storage device loaded with supported music files.

The connections for this system are situated inside the new centre cubby box allowing the connected device to be stored out of sight.

### Selecting a device

The following apply to both iPod and USB functions

- The "CD" button on the left of the CD slot now changes to a "MODE" button.
- This mode button is used to scroll through the audio inputs (CD, iPod, USB)
- All controls are via the audio controls on the centre console

### Navigating through menus

The right rotary control's (with the musical note symbol) operation has been changed.

- This control provides a scroll function
  - It can be turned to highlight the desired item and depressed to select the highlighted item.
- The audio settings function this control previously fulfilled is still available
  - Depress and hold this control for 2 seconds to access the menu for the bass/ treble/ balance/ fader/ subwoofer levels
- The exit button moves the choice back through the menu structure

### iPod specific features

- iPod will charge when connected and the ignition is on
- When connected the iPod is treated like a hard drive and no longer needs to be handled
- Menu and title structure mimics that of the iPod

Below is an image showing a typical menu structure seen on the information centre when using an iPod.



### **USB device**

Devices that can be used in the new USB port include

- Flash drive
- Flash disk
- USB based personal audio device
- iPod shuffle (requires the lead/cradle that is used to upload music files from a computer to make the connection)

Once a USB device is connected the device no longer needs to be handled.

Specific types of music files can be read and played by the audio system via the USB port, these include

- WMA (Windows Media Audio)
- WAV (Waveform audio format)
- MP3 (compressed music files)

Some personal audio devices use brand specific music formats that may not be supported by the new Aston Martin solution

The file structure displayed on the centre console is similar to that used in Windows

### **Retrofitting**

This system uses a number of new components most importantly the display screen (ICM) in the centre console. Retrofitting is not straight forward and although we are working on an alternative solution, it is unlikely to be available before 2008. Further details will follow when confirmed.

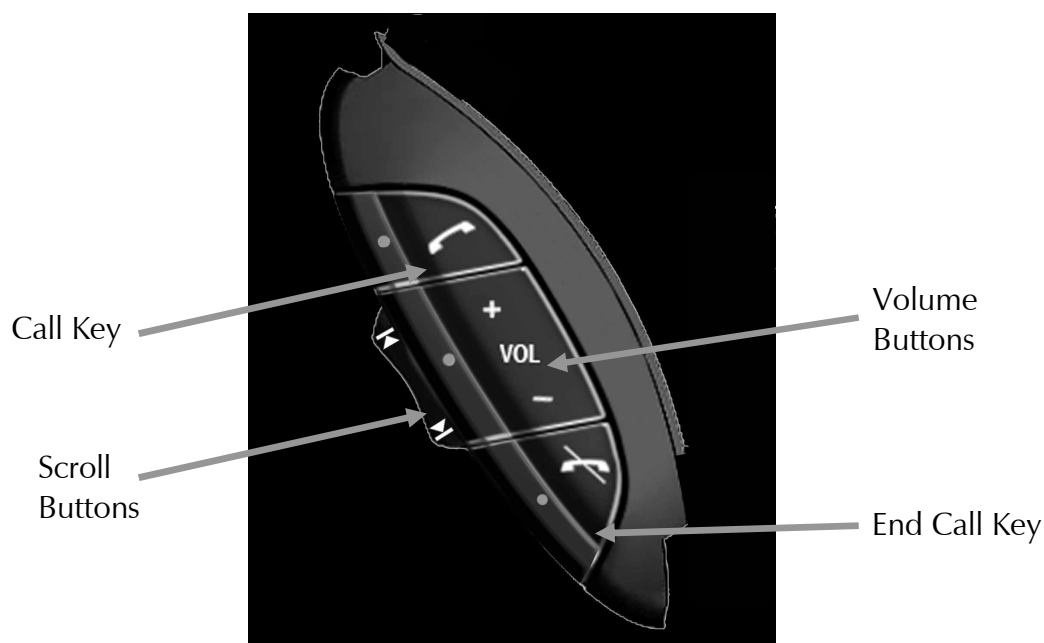
## Steering Wheel Audio Controls

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Summary: Standard fit for steering wheel controls to adjust audio settings

Applicability: V8 Vantage Standard All markets  
 DB9 Standard All markets

The controls on the left side of the steering wheel are updated from the previous controls for the Bluetooth system as illustrated below. These buttons continue to control the Bluetooth system in addition control functions of the audio system.



The following table outlines the functions of the buttons in different Modes

Mode Button	Bluetooth phone	AM/FM/Satellite Radio	iPod/USB	CD
Call Key	Mimics the call key (usually green) on your mobile	Changes the mode to phone, allowing a paired phone to be accessed	Changes the mode to phone, allowing a paired phone to be accessed	Changes the mode to phone, allowing a paired phone to be accessed
Volume buttons	Adjusts the audio volume unless in a call when this adjusts the call volume	Adjusts the audio system volume	Adjusts the audio system volume	Adjusts the audio system volume
Scroll buttons	Scrolls through the menus of the Bluetooth telephone	Scrolls through the stored presets	Scrolls through the tracks in the selected folder	Scrolls through the tracks on a disc
End Call Key	Mimics the end key (usually red) on your mobile.	No function	No function	No function

## New Bluetooth Telephone System

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Summary: Phone book access replacing voice recognition; Now available in all markets

Applicability:	V8 Vantage	Option	All markets
	DB9	Standard	All markets

A new Bluetooth telephone preparation replaces the previous voice activated Bluetooth system and the GSM integrated telephone option (where available).

The key features of the new Bluetooth system are:

- Controlled via the updated steering wheel controls (as previously stated)
- Displays menus and calls via current screen in the centre console.
- Will provide handsfree calls on many modern phones
- Subject to phone compatibility,
  - Contacts/phonebook lists from your phone are uploaded to the vehicle
  - Allows easy access to the last 10 numbers dialled and last 10 numbers received
  - Recognises voice tags (These are voice recognition tracks saved in your phone against selected numbers, when one of these is commanded to the system the corresponding number will be rung.)
- To address the fast moving consumer goods industry the new Bluetooth system can
  - Upgrades will be made available as they are found necessary.
- Replaces voice activation

The new Bluetooth system is compatibility with a wider range of phone models than its predecessor. In addition, the system can subsequently be upgraded using the Aston Martin Diagnostic System (AMDS) as new phones become available

All markets are now covered by the new Bluetooth telephone system. For new markets, the system will be fitted as standard to DB9 (with vehicle pricing increased accordingly) and as an option on V8 Vantage.

## Upgraded Standard Audio on DB9

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Summary: 700W Aston Martin premium audio system comparable to V8 Vantage option

Applicability:	V8 Vantage	Current option	All markets
	DB9	Standard	All markets

At 08MY the standard audio system on DB9 moves from a 128W 4 channel system to a 700W 5.1 surround sound system similar to that fitted as an option to V8 Vantage. This system features a redesigned subwoofer housing and specific tuning to suit the cabin space of DB9.

The current DB9 optional systems are no longer available.

## Windscreen Mounted Radio Antennae

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Summary: Exterior antenna on V8 Vantage removed, heated front screen no longer available

Applicability:	V8 Vantage	Standard	All markets
	DB9	Standard	All markets

In line with the technology employed in V8 Vantage Roadster from launch, the AM/FM antenna moves to the front windscreen on both DB9 and V8 Vantage Coupe. This action removes the need for an external aerial on the V8 Vantage Coupe and improves radio reception on DB9 in areas of weak signal. Further improvements in radio quality are achieved by disabling the Dolby pro-logic 5.1 when in AM/FM mode.

Please note that with the screen mounted antennae the heated front screen option is no longer available on any model.

## Redesign of Sun Visor and Vanity Mirrors

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Summary: The sun visor and vanity mirror have been redesigned for visual appearance and function

Applicability:	V8 Vantage	Standard	All markets
	DB9	Standard	All markets

The new sun visor and vanity mirror has been redesigned to improve levels of craftsmanship and improved appearance. Though the overall shape of the visor has not changed, the Vanity mirror will now be surrounded by a metal bezel and covered.

## V8 Vantage Passenger Seat Height Adjustment

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Summary: Fixed height seat with ISOFIX becomes option

Applicability:	V8 Vantage	Standard	All markets except USA and Canada
	DB9	Standard	All markets except USA and Canada

At 08MY the Passenger Seat Height Adjustment seat is standardised on V8 Vantage in line with DB9. However a no cost option remains to take the fixed height seat with ISOFIX attachment that allows for the fitment of a child seat. Australia and New Zealand continue to have passenger seat height adjust as standard; the fixed height seat with ISOFIX attachment option is not available.

Please note the standard condition does not include child seat ISOFIX mounting points or a passenger airbag disable switch. This affects the suitability of the car to carry small children.

## Memory Mirrors

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Summary: As part of memory seats

Applicability:	V8 Vantage	Option	All markets
	DB9	Standard	All markets

At 08MY V8 Vantage exterior mirror positions will be memorised with a seat setting (in line with DB9). The memory mirror function is included with the V8 Vantage memory seat option.

## Further Languages Available on Message Centres

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Summary: More languages available in the driver information displays

Applicability:	V8 Vantage	Standard	All markets
	DB9	Standard	All markets

From 08MY the languages available to select for display in the Driver Information Module (DIM) and Audio information display increases with the following additional languages:

- Russian
- Greek
- Chinese.

These languages can be selected from the factory on DCS or subsequently changed by your service team.

## Rear Bumper Style Change

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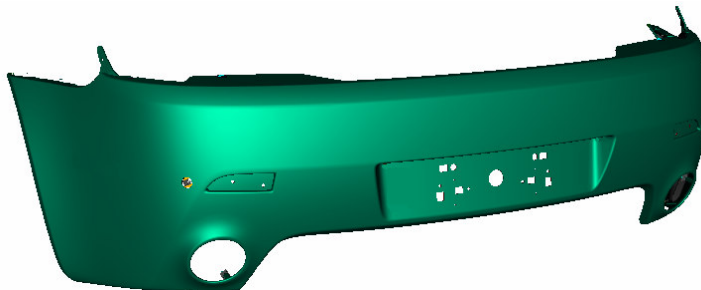
Summary: Fewer holes in rear number plate recess, addition of side markers to Gulf States vehicles

Applicability:	V8 Vantage	Standard	All markets except North America
	DB9	Not applicable	All markets

V8 Vantage will receive rear bumper revisions to the number plate mounting area to reduce the number of visible holes. This is of particular benefit where narrow number plates are fitted.

The impact by market is as follows:

- North America – No changes
- Japan and Switzerland – Removal of filler pods leaving a flat painted surface (see drawing below)
- Gulf States – Receive North American specification bumpers to comply with rear impact regulations. These include side marker lights, which will be fitted on the front and rear bumper.
- All other markets – the number plate mounting area will have the large filler pod mounting holes removed leaving a flat painted surface (see drawing below)



## Colour and Trim Changes

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Summary: New paint and leathers and convertible roof colours. Re-categorisation of paint colours and prices

Applicability:	V8 Vantage	Available	All markets
	DB9	Available	All markets

### Summary of changes

- Revised paint categories
- Paint colour changes
- Interior trim items
- Convertible hood colour
- New colour and trim presentation wall layout
- Colour and trim sample package

### Revised paint categories

The current Out of Range paint category is now split into two, reflecting the cost and effort in sourcing and painting these colours.

- Previous Aston Martin colours
  - Includes all standard paint technology AML colours from previous models and model years
- Other Manufacturers colours
  - Includes all approved standard paint technology other manufacturers colours

These categories have new price points which can be found on the 08MY price schedule.

Special paint colours will be divided into two categories.

- Aston Martin Special Paints
  - Includes the new Special paints introduced at 08MY and match to sample paints
- Other Manufacturers Special Paints
  - Includes other manufacturers paints that do not follow standard paint processes (eg Tri-coat or special effect paints)

Both of these special paint categories are priced at the previous match to sample price point.

A detailed list of approved paints and their categorisation is attached to this bulletin.  
(Attachment 2)

## Paint colour changes

### New Paint Colours

The following new paints are introduced at 08MY

Name	Description	History	Category
Tempest Blue	Dark grey-blue	Rapide concept colour	Fast Track
Glacial Blue	Metallic light blue	A choice in the V8 Vantage Roadster launch stock	Contemporary
Stratus White	Pure white with a sparkle	Newly developed to meet the increased demand for white paints	Contemporary
Morning Frost White	A striking tri-coat with a hint of blue	Seen at many motor shows including L.A, Geneva and Paris	AML Special Paints
Sunburst Yellow	Vibrant Yellow tri-coat with great depth	V8 Vantage coupe launch colour. (Geneva 2005)	AML Special Paints
Fire Red	Bright red tri-coat with a dazzling shimmer	V8 Vantage Roadster brochure and launch colour	AML Special Paints

### Change of Category

Reflecting the popularity of Toro Red this colour is transferred from Contemporary to Fast Track.

### Colours Removed

The following colours are removed from the Fast Track and Contemporary ranges but continue to be available as previous Aston Martin colours;

- Snow Shadow Grey
- Goodwood Green
- Monaco Blue
- Celeste Blue
- Oyster Silver
- Elusive Blue

## **Interior Trim Items**

A number of new trim colours are made available at 08MY.

### Leather

- New Sahara Tan
  - A rich medium tan
  - Added to the Contemporary range
- Quail Grey moves to out of range (from contemporary range)

### Headlining

- New Light Tan Alcantara
  - Chosen to complement Sahara Tan leather
  - Added to the Contemporary range
  - Not available for convertibles
- Chancellor Red
  - Transferred to Fast Track
  - Made available in Rokona material for convertible models

### V8 Vantage Coarse Stitching

- Caspian Blue introduced
- Lime Green removed from standard range

## **Convertible hood colour**

- New Grenadine Red
  - As featured in the V8 Vantage Roadster brochure and at launch
  - New to the Contemporary range

## **New colour and trim presentation wall layout**

With the addition of these new items please see the suggested layout for the specification wall. (Attachment 3)

## **Colour and trim sample package**

The new colour and trim update package will contain the following;

- 6 paint samples
- 1 leather sample
- 1 Alcantara sample
- 1 hood sample
- 2 stitch wallet cards
- Sheet of labels to re-label all current tiles

The package will be delivered at the following prices

UK	GBP £282.25
Europe	€ 665.95
ROW	GBP £339.42

If you have any questions regarding these or any dealer wall sample items please contact Mark Thomson on +44 1908 305539 or [mthoms10@astonmartin.com](mailto:mthoms10@astonmartin.com)

## Attachment 2: Paint Category Detail Aston Martin Colours

<b>Fast Track</b>
Jet Black
Meteorite Silver
Midnight Blue
Onyx Black
Tempest Blue
Titanium Silver
Toro Red
Tungsten Silver

<b>Contemporary</b>
Almond Green
Blue Sapphire
California Sage
Ghillies Green
Glacial Blue
Mercury Silver
Merlot Red
New White
Slate Blue

<b>Aston Martin Special Paints</b>
Fire Red
Morning Frost White
Sunburst Yellow

<b>Previous Aston Martin Colours</b>
Antrim Blue
Aston Green
Aston Martin Green
Aston Martin Racing Green
Aston Martin Roadster Green
Aston Martin Winchester Blue
Aviemore Blue
Aysgarth Blue
Berwick Bronze
Bowmore Blue 2
Braemar Blue
British Racing Green
Buckinghamshire Green
Cairngorm Grey
Cambourne Green
Celeste Blue
Chiltern Green
Cumberland Grey
DBR9 Racing Green
Derwent Green 2
Elusive Blue
Galloway Green
Goodwood Green
Islay Blue 2
Liquid Gold
Malham White
Marine Blue
Mendip Blue 2
Monaco Blue
Nero Black
Oyster Silver
Pendle Black 2
Pentland Green
Rathlin Red
Riffa
Rothesay Red
Royal Cherry - AML
Silver Birch
Skye Silver
Snow Shadow Grey
Solent Silver
Solway Grey
Stronsay Silver
Thurso Red
Vertigo Blue

**Attachment 2 cont.:**  
**Paint Category Detail**  
**Other Manufacturers Colours**

<b>Other Manufacturers Colours</b>
Adriatic Blue - Land Rover
Argento Nurburgring - Ferrari
Azzurro California - Ferrari
Balmoral Green - Rolls Royce
Black Emerald - Rolls Royce
Black Kirsch - Rolls Royce
Black Sapphire - Rolls Royce
Blue - Mercedes Benz
British Racing Green - Rover
Canna di Fucile - Ferrari
Carbon Black - BMW
Carmine Red - GM
Dodge Viper Red
Dupont Sage
Forest Green - Porsche
Fountain Blue - Bentley
Grigio Alloy - Ferrari
Grigio Ingrid - Ferrari
Grigio Titanio - Ferrari
Hellrot II - BMW
Imola Red II - BMW
Jaguar Anthracite
Jaguar Chestnut
Laguna Seca - BMW
Laurit Silver Mc Laren
Midnight Blue - Mercedes
Midnight Blue - Porsche
Midnight Emerald Green - Bentley
Neptune - Bentley
Nero Carbonio - Maserati
Nero Daytona - Ferrari
Orient Blue - BMW
Peacock Blue - Rolls Royce
Polar Silver - Porsche
Rosso Corsa - Ferrari
Royal Blue - Rolls Royce
Silverlake - Bentley
Topaz - Jaguar
Tour de France Blue - Ferrari
Vesuvius - Land Rover
Westminster Blue - Jaguar

<b>Other Manufacturers Special Colours</b>
Alabaster White - Mercedes Benz
Arizona Sun - BMW
Artica - Rolls Royce
Azzurro Aquarius - Lamborghini
Bahama Yellow - Porsche
Designo Green - Mercedes Benz
Designo Mystic Red - Mercedes Benz
Designo Mystic White - Mercedes Benz
Giallo Evros - Lamborghini
Giallo Modena 2 - Ferrari
Giallo Orion Micc 2CT - Lamborghini
Ginster Yellow - Audi
Inca Gold - Rolls Royce
Nuvola Blue - Alfa Romeo
Pearl White - Porsche
Speed Yellow - Porsche
Velocity Red Mica - Mazda RX8
White Pearlescent Metallic- Ford

### Attachment 3

## New colour and trim presentation wall layout

	Fast Track					Contemporary					Special Paints				
Paint	Titanium Silver	Tungsten Silver	Meteorite Silver	Onyx Black		Stratus White	Mercury Silver	California Sage	Almond Green	Ghillies Green		Sunburst Yellow			
	Toro Red	Tempest Blue	Midnight Blue	Jet Black		Glacial Blue	Slate Blue	Blue Sapphire	Merlot Red		Morning Frost White	Fire Red			
Leather	Obsidian Black	Iron Ore Red	Caspian Blue	Phantom Grey	Parliament Green		Sandstorm	Falcon Grey	Bison Brown	Bitter Chocolate	Black Cherry	Chancellor Red	Red Fox	Kestrel Tan	
							Sahara Tan	Blue Haze	Arctic Blue	Shark Blue	Absynthe Green	Moon Shadow	Cream Truffle		Perforated sample
Headlining	Obsidian Black	Chancellor Red	Ivory	Tailors Grey	Moon Shadow		Light Tan	Blue Haze	Arctic Blue	Shark Blue	Absynthe Green				
Carpet	Obsidian Black	Black Cherry	Caspian Blue	Phantom Grey	Parliament Green		Sandstorm	Blue Haze	Bitter Chocolate						
Convertible hoods		Black	Atlantic Blue		Westminster Green		Sandstorm	Titan Grey	Burgundy	Grenadine Red					
Other	Graphite	Platinum		Gunmetal	Walnut		Bamboo	Piano Black	Mahogany				Seat Belts	Stitch Wallet Fine	Stitch Wallet Coarse