

AUTOMOTIVE

Alongside new publishing partner, Aston Martin relaunches lifestyle magazine

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Aston Martin unveils V53, now circulated in collaboration with London's FMS Global Media. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is entering a fresh editorial era.

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Turning the page on a previous publishing partnership, the brand's official magazine for owners worldwide receives a reinvigorated name and layout. As Aston Martin unveils *V53*, now circulated in collaboration with London's FMS Global Media, investment in the refreshed lifestyle title signals a renewed commitment to the ultraluxury customer experience.

"The Aston Martin magazine is an important channel for us to directly connect with our customers across the world and expresses all that we do," said Renato Bisignani, global head of marketing and communications at **Aston Martin**, in a statement.

"As well as profiling the latest Aston Martin products, this fresh editorially-led creative direction showcases the unique aspects of our brand alongside carefully curated lifestyle and cultural stories that we know our Aston Martin community will love."

Head start

Grounding the luxury company's latest release is a familiar mix of travel, craftsmanship, style, gastronomy and design stories, framed in an all-new look.

Available now, Aston Martin's first edition *V53* cover features two-time Formula One world champion Fernando Alonso. Inside, an exclusive interview awaits readers.

V53



Available now, Aston Martin's first edition V53 cover features two-time Formula One world champion Fernando Alonso. Image credit: Aston Martin

The exterior of Aston Martin's V53 matches a set of interior shifts the larger, more expansive magazine has itself been sized up, and arrives on higher quality printed stock.

Average distribution channels aside minus a limited amount of luxury venues worldwide, Aston Martin's magazine is stocked on-site throughout the brand's dealer network each issue of V53 will also be made available online.

The automaker has announced the introduction of a corresponding app in May, which will include digital content, photo features and other pertinent updates.

In terms of copy, coverage will be headlined by consulting editor Dylan Jones OBE, who counts stints at British popular culture outlets including *i-D*, *The Face* and *Arena* among his contributions.

A 22-year run at *GQ Magazine* from 1999 to 2021 earned members of the masthead he oversaw a range of awards, a feat which surely factored into the editor's appointment.



The edition's lead drive story involves Aston Martin's Valkyrie the model touts a price tag of \$3 million. Image credit: Aston Martin

Published three times a year in English and Mandarin, with further editions to come in July and November, the branded operation has switched hands a few times since its initial founding in 1935.

Originally tapped to imbue the formerly-titled *AM Magazine* with updated creative in celebration of the company's centenary, content marketing and digital agency Illustrated London News initially delivered a 2013 relaunch. The publisher proceeded to operate on behalf of Aston Martin Lagonda for the last decade.

A new luxury lens.

Aston Martin is proud to present the first edition of its newly refreshed lifestyle magazine.

To find out more about the new Aston Martin Magazine, please visit <https://t.co/3IG8ZN4RHF> [#AstonMartin](#) [#INTENSITYDRIVEN](#) pic.twitter.com/zineoQZ32Z

Aston Martin (@astonmartin) [April 27, 2023](#)

Besides existing as an extended branding exercise, the sales and retention tool still proves resonant, as names across the sector continue to embed editorial releases into client outreach efforts year after year.

Last year, a revamped 30th edition of *Lamborghini Magazine*, the Italian automaker's respective publication, received support from Spotify ([see story](#)), as a number of luxury automakers similarly explore ways to uplevel marketing.

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