



Two icons unite: Aston Martin and Champagne Bollinger announce prestigious new global partnership

- **Aston Martin and Champagne Bollinger unite in a global partnership, bringing together two icons at the forefront of the luxury market**
- **As official partners, Aston Martin and Champagne Bollinger will create unforgettable experiences that blend performance, craftsmanship, and artistry**

29 September 2025, Gaydon: Aston Martin is proud to appoint Champagne Bollinger as its Official Champagne partner. In turn, Aston Martin becomes the Official Automotive Partner of Champagne Bollinger, marking a prestigious union between two houses driven by shared values: a deep respect for tradition and savoir-faire, relentless dedication to craft, and an uncompromising commitment to quality and precision.

Founded in 1829 in Ay, France, Champagne Bollinger has long been synonymous with refined taste and meticulous attention to detail. Family-owned and independent, the House is guided by a pioneering spirit that embraces innovation while remaining true to the most esteemed artisanal traditions. Whether through the continued use of its own resident cooper to maintain its over 4,000 oak barrels, or through carefully considered innovation in its winemaking approach, Bollinger achieves a distinctive balance between heritage and forward-thinking excellence.

Founded in 1913, Aston Martin has become an enduring symbol of British performance, style, and handcrafted excellence. For over a century, the marque has created some of the world's most celebrated sports cars, combining cutting-edge engineering with timeless design, values that mirror those held by Champagne Bollinger in the creation of its exceptional wines.

This partnership reflects a deep, profound and shared historic connection with the United Kingdom. Both Aston Martin and Champagne Bollinger hold Royal Warrants, with Bollinger

supplying the Royal Household continuously since 1884.

“The partnership is a natural alignment of two iconic brands,” said Charles-Armand de Belenet, Managing Director of Champagne Bollinger. “Both our Maisons share a commitment to timeless elegance, heritage, and the mastery of our respective crafts. We are proud to see Champagne Bollinger become part of Aston Martin’s most exceptional moments around the world. This is a partnership that feels as if the two brands were made for each other, embodying the perfect pairing of refined taste and thrilling performance.”

As Official Champagne partner, Champagne Bollinger will be present at key Aston Martin experiences and VIP events across the globe, from exclusive launches to intimate customer gatherings. Whether celebrating a victory on the grid or raising a glass at a private unveiling, Champagne Bollinger will be there to elevate each moment with its unique character and style.

Stefano Saporetti, Director of Brand Diversification at Aston Martin, said: “At Aston Martin, we believe in creating unforgettable experiences that blend performance, craftsmanship, and artistry. The partnership with Champagne Bollinger exemplifies this spirit through its uncompromising quality, family heritage, and elegant design. We are delighted to welcome them into the Aston Martin world.”

This strategic partnership reinforces each brand’s commitment to elevating lifestyle experiences for discerning global audiences. Together, Aston Martin and Champagne Bollinger will create unforgettable moments.

Champagne Bollinger and Aston Martin are committed to responsible drinking and advocate that no one should drink and drive. NEVER DRINK & DRIVE messaging will be integrated into all brand activations around the partnership.

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Imagery link : <https://www.swisstransfer.com/d/c1691a0f-1416-4f16-bd16-1e06f3a12db0>

About Aston Martin Lagonda:

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB12, Vanquish, DBX707 and its first hypercar, the Aston Martin Valkyrie. Aligned with its Racing. Green. sustainability strategy, Aston Martin is developing alternatives to the Internal Combustion Engine with a blended drivetrain approach between 2025 and 2030, with a clear plan to have a line-up of electrified sports cars and SUVs.

Based in Gaydon, England, Aston Martin Lagonda designs, creates, and exports cars which are sold in more than 50 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and came together with Aston Martin in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment. This coincided with Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Formula One® Team and commenced a new era for the iconic British marque.

About Champagne Bollinger:

Champagne Bollinger: Eminent, distinctive, and distinguished fine wines of Champagne since 1829. Guaranteed through the integrity of a resolutely independent family House in Aÿ and through the artisanal know-how of people dedicated to growing and blending excellence. A dedication extending beyond the wines to support a sustainable environment and integration with local communities.

In July 2022, Maison Bollinger outlined ambitious plans for its upcoming Bicentenary in 2029, as well as a new environmental and societal charter that reflects its enduring values. The countdown has started to successfully complete significant projects that reflect the Maison's values and history and will shape its future – including the renovation of a historic site; a cathedral-like cellar open to the vines, an oenotourism site with the capacity to provide unique experiences at the heart of the vines and cellars. These are all undertakings that underscore Champagne Bollinger's values and vision for the future.

For more information, visit www.champagne-bollinger.com



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