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MOTOR RETAIL

ASTON MARTIN SOLIHULL



CLIENT:

Cambria Property Investments Ltd.

PROJECT:

Aston Martin Solihull

LOCATION:

Off the A34 Stratford Road, The Green, Stratford Road, Solihull B90 4GW

SIZE:

18,653 sq ft



The construction of a new two-storey Aston Martin retail motor trade premises, incorporating a seven-car showroom, a seven-bay workshop with a Class 7 MOT bay, parts store, a car lift to the 56-space roof-top vehicle storage area and an external 895sq.ft valet bay, all set within a 0.53 hectare fully landscaped site.

It is the first flagship Aston Martin dealership in the UK to embrace the brand's new corporate identity and ultra-luxury customer experience strategy.



Dean Spragg, head of business at Aston Martin Birmingham, said: "This is an incredibly exciting project, which will provide an enhanced, tailored experience for our Aston Martin customers and become a key gateway into one of the most prestigious collections of luxury car showrooms outside of the capital. This state-of-the-art showroom will have the distinction of being the closest dealership in the world to Aston Martin's headquarters and sports car manufacturing facility at Gaydon."

