





The design parameters of the new Aston Martin Lagonda were precise and left no room for error. The aim was to produce a car which combined the inimitable luxury of the spacious four-seater with the handling and performance of a sporting grand tourer.

It is a unique concept, but one which was aided by a combination of the marque's heritage and tomorrow's technology.

So the Aston Martin Lagonda was born.

Its shape is as functional as it is eye catching, a pleasing blend of elegance and sportiness. It is a car which commands attention with its air of sophisticated breeding.

Inside there is leg-stretching comfort for four adults, and around them are the hallmarks of a very special carriage.

The front seats have electric adjustments for rake, height, fore and aft, and even the rear seats are individually adjustable for rake. Arm rests incorporating illuminated ashtrays and cigar lighters are located on all four doors, and there is a glass panel above the rear passenger compartment to complement the theme of spaciousness.

In keeping with the Aston Martin Lagonda tradition of luxury, the windows are electrically-powered, with each occupant having the control for his window at his fingertips, the upholstery is in the best hide, there is air-conditioning, and a stereo radio/cassette player is also fitted.

The clean lines of the interior are enhanced by the absence of conventional switchgear. Instead, all the controls are operated by sensitive touch switches, from the wipers to the automatic gearbox selection, and from the air conditioning to the windows.



Aids to the driver include a cruise control by which the car remains at a constant speed set by the driver whatever the gradient. Other standard features include four ultra-powerful headlights, spot lights, fog lights front and rear, two-speed wipers with flick and intermittent facilities, and hazard warning lights. Even the doors can be programmed to lock automatically on leaving the car.

Modern technology has also had its say with the instrumentation, for the new Lagonda has no dials or needles. Instead there are electronically-controlled graphic and digital displays for the speedometer, which

has a mph/kph changeover operated by a touch switch, rev counter, oil pressure and temperature gauges, water temperature and fuel gauges, voltmeter and ammeter.

There are interior and exterior temperature gauges, a digital clock with date, and a display showing the average speed and fuel consumption on a journey combined with a speed/instantaneous fuel consumption reading. This display also has an elapsed time and distance reading.

The Lagonda, hailed by the press at its debut as a world-beater, retains lessons learned from the past. Beneath the superbly

proportioned aluminium skin is an immensely strong steel superstructure, and the quality is that which only hand-building can give.

Power is provided by Aston Martin's own V8 engine which can whisper the Lagonda to more than 140 mph, or negotiate heavy traffic at little more than a murmur. With it comes a three-speed automatic transmission or a five-speed manual.

For years car builders have sought to link the heritage of the past with the benefits of the present and advantages of the future.

Now, with the Aston Martin Lagonda, it is achieved.



Aston Martin Lagonda (1975) Limited, Newport Pagnell, Buckinghamshire, MK16 9AN Telephone: Newport Pagnell 610620 (12 lines) Telex: 82341