

"Q by Aston Martin" personalization program to debut in Geneva

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Ferrari is doing it now. So is McLaren. Upscale automakers are turning to personalization programs as their new novelty offering to customers. Now it appears that Aston Martin wants a piece of the action. The British automaker is jumping into the bandwagon with the introduction of the "Q by Aston Martin" personalization program at the 2012 Geneva Motor Show. According to Aston, the program is being started as a way to offer premium service that "goes beyond the standard palette of paint, leather and trim finishes." Mostly covering exterior and interior styling, the Q by Aston Martin program is offering a grocery list of modifications that allows customers the opportunity to design their Aston Martins according to their preferences. To give the audience at the 2012 Geneva Motor Show a preview of their program, Aston Martin will use an Aston Martin Virage and an Aston Martin Cygnet to showcase the customizable potential of the Q by Aston Martin program. The Virage, in particular, will be finished in a bespoke Mariana Blue satin paint finish to go with an interior that comes giddy with blue carbon fiber, saddle leather floor mats, yellow detailing, a header-mounted track-day HD video camera, a luggage rack, and a forged, diamond turned wheel.[...]

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