

BIZBASH

MIAMI

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Second Shift

Luxury automaker Aston Martin wrapped its two-city launch for the new DBS Volante in Miami.

While other auto manufacturers faced grimmer news, Aston Martin capped off the two-city launch of its new \$290,000 DBS Volante on Thursday at the [Moore Building](#) in the Design District. (The first party took place in New York City's [Cooper Square Hotel](#) last Tuesday.) Event marketing firm [Miami Marketing Group](#) produced the event, which was attended by 250 of the city's more affluent residents, as determined by income and purchasing power.

"In addition to being two of the most renowned cities in the country, New York and Miami are two of the largest U.S. markets for Aston Martin," said Francesca Smith, public relations director for the car maker. "Our goal was to generate excitement about the new vehicle, as well as educate a new client base in both markets."

Aston Martin's marketing and event team hired multiple drivers to ferry the five display cars from New York to Miami aboard a large transport truck, which stopped every 11 hours to switch drivers, as required by the Federal Motor Carrier Safety Administration. Once in Miami, the drivers positioned the cars around the first floor of the venue, where [Everlast Productions](#) lit them in white to avoid distorting their colors. A 12- by 12-foot projection screen suspended from the ceiling of the main atrium showed vintage James Bond movie clips that highlighted several Aston Martin models.

In a partnership with the car company, watchmaker Jaeger-LeCoultre displayed its \$37,900 limited-edition Transponder watch, created specifically for the Volante, to lock and unlock the car remotely.

Ultimat Vodka sponsored the bars located on the first floor of the building.

—*Brittany Peitsmeyer*



J & V Flowers created simple floral arrangements using white dendrobium orchids and orange pin cushion protea.

Photo: Elizabeth Renfrow for BizBash



An overhead projection screen featured vintage James Bond film footage.

Photo: Elizabeth Renfrow for BizBash



A silver DBS Volante was one of five Aston Martins on display.

Photo: Elizabeth Renfrow for BizBash



Everlast Productions projected tech-inspired graphics and Aston Martin's logo onto the interior walls of the Moore Building.

Photo: Elizabeth Renfrow for BizBash



Room Service Furniture and Event Rentals arranged white lounge furniture on each side of the display vehicles.

Photo: Elizabeth Renfrow for BizBash



Elegance on Ice created an ice sculpture of the car maker's logo.

Photo: Elizabeth Renfrow for BizBash



Eggwhites Special Event Catering provided passed hors d'oeuvres like chicken gyoza dumplings with citrus ponzu sauce.

Photo: Elizabeth Renfrow for BizBash

ASTON MARTIN'S DBS VOLANTE LAUNCH

Audiovisual Production Everlast Productions ★

Catering Eggwhites Special Event Catering

Flowers J & V Flowers

Ice Sculpture Elegance on Ice

Production Miami Marketing Group

Public Relations Zakarin Public Relations

Rentals Room Service - Miami ★

Venue Moore Building

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