



PHOTO AVAILABLE: Aston Martin Lagonda selects Zymöl for Vehicle Preparation

For Immediate Release

BEVERLY HILLS, Calif./EWORLDWIRE/June 23, 2008 --- Just over a year after the motoring industry was set abuzz by the purchase of Aston Martin by an unusual investment consortium - headquartered in Kuwait and avid motorsport backers, the company is taking a new spin with global, premium car care products' company, Zymöl(R).

With clear intentions to drive the Aston Martin brand to the top end of the luxury market - by strategies which include increasing production to 8,000 cars and tripling merchandising revenue to \$300 million by 2009, Aston Martin approached and evaluated Zymöl and the company's luxurious products for application to the Aston Martin's high-quality finishes at the end of 2007. Barely six months after initial contact, Aston Martin and Zymöl put together the final details of the agreement which will bring Zymöl's products to the Aston Martin production line, to be used in the final preparation of all of its cars.

According to Zymöl CEO Chuck Bennett, "The Aston Martin brand is one of the most valuable and elite in the world. We have key qualities in common and working together brings two powerhouses of products and brands which bear an unequalled reputation in our respective markets."

Zymöl products are used around the world on unique, exotic and unusual collectible cars, from exclusive entrants in the Pebble Beach Concours d'Elegance to preparing classic automobiles for fine automotive auctions worldwide. Aston Martin is widely recognized as the marque of sportscar racing and preferred mode of travel by famed 007 - aka James Bond, helping to attract a younger customer and to move the car to take the title of Britain's coolest brand in 2007. Engineering and strategy are establishing the car maker as a genuine rival for Ferrari and Lamborghini.

"Providing proper care for a car extends beyond what lies under the hood," said Craig Binns, Director Zymöl Europe. "Properly maintaining the exterior ensures the car continues to look as good as it drives, creating total motoring enjoyment for years into the future. To be distinguished in our market, our products attract the most exclusive and discriminating owners."

All Zymöl Licensed Detailers have been directed to extend their assistance to every Aston Martin country headquarters and every local dealer.

About Zymöl

Zymöl (pronounced ZYE-mol) is the world's leading producer of premium automotive care products. Its effectiveness, natural ingredients, environmental compatibility and adoption by the automotive elite distinguish Zymöl in the market.

Since 1980, Zymöl's washing, cleaning and feeding formulas have been used to protect and shine some of the finest cars in the world. From AutoWash (\$21) to Solaris(TM) Estate Glaze (\$30,000), there are Zymöl products to suit any budget, need or vehicle.

Hand-crafted Zymöl paste waxes are based on a carriage maker's formula developed in Bischofsheim, Germany in the late 1800s.

Zymöl is dedicated to helping present and future generations preserve and protect the contributions made by the designers, manufacturers, collectors and restorers of motorised and non-motorised works of art, new or old. Visit Zymöl online at '<http://www.zymol.com>' or '<http://www.zymol.co.uk>'.

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