

Customers can now virtually customize three new special editions of the Aston Martin DBX707 (photo: Aston Martin).

PRESS RELEASE

MHP VR configurator for Aston Martin vehicles

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Virtual immersion in the Formula 1 world of Aston Martin

- MHP is expanding the online configurator for the Aston Martin Racing 2024 (AMR24) Special Editions of the DBX707.
- Combining luxury and the excitement of Formula 1 from Aston Martin: F1®-inspired design features, unifying the dynamic AMR24 F1® racing identity.
- For the first time, MHP is launching its VR Experience together with Aston Martin at the Formula 1 Grand Prix in Silverstone.

Ludwigsburg – Thanks to virtual reality, anyone can now feel for themselves what it's like standing in the pits of the Aston Martin Aramco Formula 1® team. Motorsport fans and visitors to the Formula 1 Grand Prix at the F1 Paddock in Silverstone got to be the first to do just this: While the British Grand Prix was running in the background, they were able to admire the immersive replica of the original Aston Martin F1 garage in Silverstone with the help of virtual reality (VR) headset and configure a model of their choice from the iconic British brand's vehicle portfolio.

Together with Aston Martin, the management and IT consultancy company MHP presented the new VR experience at the Silverstone Grand Prix – a 3D space in which interested parties can select, design and – statically – test one of Aston Martin's vehicle models in a realistic way. For example, it was possible to virtually climb into the specially configured vehicle, operate cockpit functions and design the interior at the same time.

Florian Langer, partner at MHP: "The new Aston Martin VR Experience offers users a customized and virtual product experience because, on the one hand, they can playfully and quickly navigate between different views, including the Aston Martin F1 garage. On the other hand, in combination with a VR headset, the exterior and interior can be viewed and designed in a level of detail that no other configurator can offer."

The Virtual Experience based on Meta Quest 3, a virtual reality headset from Meta, has now been tested for the first time at the Formula 1 Grand Prix and is to be used at exclusive Aston

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Martin events in the future. The online configurator with which the virtual experience is implemented comes from MHP and has been in use for the DB12 Coupé and DB 12 Volante, DBX707, Vantage, DBS770 Ultimate Coupé, DBS770 Ultimate Volante and Valour models since 2021.

Virtual design of new Aston Martin special edition

The configurator has now also been launched for the new Aston Martin special edition DBX707 AMR24. It is a tribute to Aston Martin's Aramco Formula 1® team and its achievements at the peak of the pinnacle of motorsport.

The luxury SUV features a new and technologically advanced interior with luxurious design features inspired by Formula 1 aesthetics and functionality. Using the MHP configurator, the vehicle can be configured in three different colors and exclusive AMR (Aston Martin Racing) Lime or Trophy Silver highlights on the sculpted body kit. A particular highlight is the cockpit – a combination of luxury and performance, based on a racing car from Aston Martin's Formula 1 lineup, the "AMR24 F1®" and the Official Medical Car of F1®.

Patrick Dittrich, Manager at MHP explains: "We bring the Formula 1 world of Aston Martin to the customer in their living room or at the dealership. Everything can be designed in real time in front of a selection of various photorealistic 3D backgrounds. Finally, the vehicle can also be viewed via a 3D stream in which the user can freely rotate the vehicle and view it from all sides in 3D."

This is made possible first and foremost with the help of MHP's Content Platform (ECP), which utilizes the Unreal Engine popular in the creation of video game and offered by the platform developer Epic Games. Google Cloud is used to ensure that the product visualization can actually run in real time in a stable, secure and scaled manner. This setup ensures that the application is also made available online to a large number of customers and interested parties as a live 3D stream.

More traffic and more sales

The configurator helps to create a new, more innovative and personalized experience that connects Aston Martin customers and enthusiasts even more closely with the brand. The solution has been proven to increase traffic and sales. Prospective customers generally try out more configurations and ultimately decide in favor of more extra options. For Aston Martin, this can both increase potential sales per vehicle and emotionalize the buying experience for customers.

In addition to sales, the ECP platform can also have a positive impact on the total cost of ownership. This applies if it replaces the conventional production of images. This usually involves an agency carrying out pre-rendering. This new platform completely eliminates these costs. On the other hand, operation of the solution in a cloud does entail streaming costs. Overall, however, the total operating costs are significantly lower in the vast majority of cases – often by up to 50 percent.

Click here for the online configurator: <https://www.astonmartin.com/en/campaigns/dbx707-amr24>

About Aston Martin and MHP

The management and IT consultancy MHP and Aston Martin have been working together intensively for three years. In addition to the successful launch of the Aston Martin Immersive Platform, there have been various Formula 1-related projects. Among other things, MHP implemented its own visualizer for Aston Martin's F1 racing car last year. For the Las Vegas Grand Prix, new sceneries were added last year and animated content were created together with Woodblock for [The Sphere, a concert hall in Las Vegas](#).



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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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