

Smarter creates the future

ASTON MARTIN CUSTOMER STORY

What is perfection? Is it a passion for what you do? Is it a constant pursuit to do more, be better, go further, and never stop pushing? For Aston Martin, it's that and more.

Behind the design and styling of every Aston Martin is a team obsessed. Obsessed with the details and with the digital and physical tools around them. With a focus on hand-built products, designers have creative freedom to perfect each piece.

By blending the digital and the physical sides of designing, modeling and rendering, Aston Martin's design team is able to inspect, critique, adjust, and challenge what they are capable of. Whether the team is comparing a sculpted clay model to digital

sketches, or scanning physical parts to inspire new digital concepts, they are able to combine a high degree of detail that is thoroughly validated. This ensures that every aspect of fit, finish, and complex surfacing can be produced in near perfect, real-world products.

To deploy these digital tools, Aston Martin relies on Lenovo™ ThinkStation® and ThinkPad® P Series workstations, powered by NVIDIA® Quadro RTX™ GPUs, at every stage of the design process. From real-time rendering to virtual collaboration, their graphic designers, architects, and modelers can experience products in a more lifelike manner than ever before, allowing them to relentlessly push beyond the limits of what's possible, to achieve design perfection.



Lenovo

NVIDIA QUADRO RTX

OFFICIAL WORKSTATION
PARTNER



HOW **LENOVO** WORKSTATIONS TRANSFORMED THEIR PROCESS

Using ThinkPad P Series mobile workstations and ThinkStation desktop workstations, both powered by NVIDIA, Aston Martin can have peace of mind knowing the digital tools behind them are designed, tested, and proven to get the job done.

Why Aston Martin Chose Lenovo

With uncompromising standards and an unwavering commitment to perfection, Aston Martin is extremely selective in choosing their vendors and partners. While raw performance was definitely a top priority in their decision-making process, consistency, reliability, and visibility into future hardware developments were high on Aston Martin's list. They needed a partner that could deliver an unmatched experience—both from a technical hardware and from a relationship standpoint. Having a partner like Lenovo allows Aston Martin to focus on what they do best: achieving perfection in the design and building of everything they create.

“You can't design or build cars without workstations. Lenovo's workstation catalog allows us to configure our machines across the main workloads of our organization, including styling and design, CAD, and engineering, to match each team's unique needs.”

Steve O'Connor Director of IT

Maintaining Performance While Working Remotely

With today's reality of working remotely, Aston Martin continues to move forward, utilizing ThinkPad P Series mobile workstations, which offer the ability to open large design files and continue creating without delay. Harnessing the power of NVIDIA Quadro professional graphics, Lenovo's mobile workstations help Aston Martin improve their design, engineering, and visualization workflows to deliver richer customer experiences and bring their innovative designs to market more efficiently.



A Workstation for Every Workflow

Aston Martin leverages the full range of the Lenovo portfolio, from professional ThinkVision P Series displays to ThinkStation desktops and ThinkPad P Series mobile workstations, built with high-powered NVIDIA Quadro graphics, to fuel the design process. From concept design and CAD, CAE to simulation, PLM, marketing and maintenance, Aston Martin depends on the power and reliability of Lenovo Workstations at every stage.



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