

Smarter creates the future



@grubbsphotography

ASTON MARTIN: PRODUCT DEVELOPMENT SOLUTION BRIEF

An Obsession With Perfection

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.

Challenge Everything

For a design to become reality, the challenge is to understand the customer experience before finalizing the project. By blending the digital and physical workflows, Aston Martin's design team is able to inspect, critique, adjust, and challenge what they are capable of throughout the development and engineering processes. From concept design and styling to complex surfacing, from digital engineering to Product Lifecycle Management and marketing, Aston Martin's designers and engineers rely on Lenovo Solutions to help them achieve perfection. Lenovo™ ThinkStation® and ThinkPad® P Series workstations, powered by NVIDIA® Quadro RTX™ GPUs, are used at every stage to maximize their creativity and run their software applications with stability and reliability.



Lenovo

OFFICIAL WORKSTATION
PARTNER

DIGITAL DESIGNS WITH PHYSICAL ACCURACY

Every Lenovo ThinkStation and ThinkPad P Series workstation is powered by NVIDIA Quadro® GPUs, offering industry-leading performance and enterprise-level reliability for graphically intensive workflows.

The latest NVIDIA Quadro RTX professional graphics technologies, give Aston Martin the pinpoint accuracy they need to render even the most complex graphics with ease. Effortless analysis of highly-detailed datasets is achieved thanks to a large graphics memory. This means that visualizations, rendering, and immersive VR experiences can now be processed in real time, allowing designers, engineers and stakeholders to develop and collaborate with confidence knowing what they see as they work is physically accurate.



@grubbsphotography



This fluid feedback helps optimize the digital to physical prototyping loop, drastically reducing the time it takes to create perfection.

Workstation and professional graphics horsepower is also required to run complex computer aided engineering (CAE) workflows that simulate the effects of airflow, dynamic stress, and more. These virtual prototypes help ensure every Aston Martin design is engineered to extraordinarily high standards before testing begins with physical prototypes.

Lifelike renderings, motion graphics, immersive VR experiences, and interactive configurators ensure Aston Martin's customers can select and experience their personal automobile in pixel-perfect detail, all prior to production.

From concept design to design iterations, authenticating, and testing, Aston Martin uses the cycle above throughout the product development process, ensuring each part and piece is perfect.



OFFICIAL WORKSTATION PARTNER



Why Lenovo?

Aston Martin is extremely selective in choosing their vendors. 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 designing and building of everything they create.

RECOMMENDED: PRODUCT DEVELOPMENT CONFIGURATIONS

ThinkPad P1



Product Design and Styling, General CAD

Processor:
Up to 10th Gen Intel® Core™ and Intel H Series

Graphics:
Up to NVIDIA Quadro T2000

Storage:
Up to 4TB NVMe SSD

Memory:
Up to 64GB DDR4

ThinkPad P15



Product Design, High Performance CAD and Visualization

Processor:
10th Gen Intel Core and Xeon® H Series

Graphics:
Up to NVIDIA Quadro RTX 5000

Storage:
4TB NVMe SSD

Memory:
Up to 128GB DDR4

ThinkStation P520



High-Performance Design, Styling, CAD, and Visualization

Processor:
Intel Xeon W Series (up to 18 cores, up to 4.7GHz)

Graphics:
Up to Dual NVIDIA Quadro RTX 8000

Storage:
Up to 4TB PCIe M.2

Memory:
Up to 256GB DDR4, 2933MHz ECC

ThinkStation P620



High Performance CAE

Processor:
AMD Ryzen™ Threadripper™ PRO (up to 64 cores; up to 4.0GHz)

Graphics:
Up to Dual NVIDIA Quadro RTX 8000 or Quadro GV100

Storage:
Up to 20TB

Memory:
Up to 512GB DDR4 3200MHz



OFFICIAL WORKSTATION
PARTNER

To find out more about the Aston Martin and
Lenovo partnership, please visit:
[techtoday.lenovo.com/ww/en/
workstations/aston-martin](https://techtoday.lenovo.com/ww/en/workstations/aston-martin)