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Aston Martin Cuts Rapide Production

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The idea of a 4-door sports car always sounded very lucrative. Almost all of the major supercar manufacturers contemplated one and Lamnorghini (Estoque), Porsche (Panamera) and Aston Martin (Rapide) even went ahead and made one. But now the British automaker is cutting production of the Rapid, which is priced at Rs. 2.15 crore (ex-showroom, Mumbai). Production of the Aston Martin Rapid will drop by 25 cars per week, making it to 1250 vehicles being produced every year. This is a significant drop from the earlier planned 2000 cars per year.

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Aston Martin has also announced the end of an 8-year production deal with Magna Steyr, six years ahead of schedule. This comes as a surprise to most and would cost the British automaker close to £10 million. Magna Steyr is an Austrian contract manufacturing firm, which produces cars on contractual basis. Could the slowdown hurt Aston Martin? We are not quite sure, but Ford sold the supercar maker at the right time. Meanwhile, lets feast our eyes on the beautiful Rapide.

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