



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS:**

Andrea Sun  
SLS Hotel at Beverly Hills  
310.246.2092 / [andrea.sun@luxurycollection.com](mailto:andrea.sun@luxurycollection.com)

Daniella Weinberg  
The Luxury Collection Hotels & Resorts  
212.380.4005 / [daniella.weinberg@starwoodhotels.com](mailto:daniella.weinberg@starwoodhotels.com)

Francesca Smith  
Aston Martin North America  
949.379.3107 / [fsmith@astonmartin.com](mailto:fsmith@astonmartin.com)

**SLS HOTEL AT BEVERLY HILLS AND ASTON MARTIN PARTNER TO  
CREATE EXCLUSIVE DRIVER PROGRAM**

***Exclusive SLS Aston Martin Package Offers Guests a Truly Indigenous Los Angeles Experience  
Including Luxurious Accommodations and Personal Use of an Aston Martin***

(Los Angeles) February 10, 2010 – SLS Hotel at Beverly Hills, a Luxury Collection Hotel, has partnered with Aston Martin, the bespoke British sports car manufacturer, to allow guests exclusive access to drive an Aston Martin for the length of their hotel stay. SLS Hotel and Aston Martin are piloting the *Some Lavish Sporting* driver program for all guests who reserve the Presidential Suite in addition to an all-encompassing luxury package. Aston Martin is initially offering SLS Hotel guests this exceptional experience during the month of February for the rare opportunity to experience the handling and performance of their exquisite, hand-crafted sports cars.

The *Some Lavish Sporting* driver program features a unique package, with rates from \$5,000 that encompasses the highest quality accommodations and transportation for an unparalleled Los Angeles experience. Guests will stay in the spectacular Philippe Starck-designed Presidential Suite at SLS Hotel, replete with custom artwork and exclusive furnishings, a master bedroom with plunge tub and separate experience shower, living and dining rooms, stainless steel kitchen, a Technogym Kinesis Personal machine for in-room workouts, 17" iMac desktop and two 40" widescreen LCD TVs.

Once checked in, guests will have exclusive access to an Aston Martin for their transportation needs. The prestigious British sports car company offers a range of beautifully handcrafted, high-performance luxury sports cars which perfectly blend award winning design and everyday usability, with an exhilarating driving experience. The *Some Lavish Sporting* driver program will combine the best of Los Angeles culture and the ultimate automotive experience into one memorable stay at the SLS Hotel.

For more information on the SLS Aston Martin driver program, or to reserve a package, please visit [www.luxurycollection.com/sloffers](http://www.luxurycollection.com/sloffers).

#### **ABOUT SLS HOTEL AT BEVERLY HILLS**

Located at the crossroads of Beverly Hills and Los Angeles, SLS Hotel at Beverly Hills, a Luxury Collection Hotel, is the first property to debut in the new SLS Hotels brand from SBE. Challenging every traditional convention of luxury hospitality, SLS Hotels is built upon the fundamental principles of discovery, humanity, elegance and authenticity. The 297-room SLS Hotel at Beverly Hills opened its doors in November 2008 as part of The Luxury Collection Hotels & Resorts brand, managed by Starwood Hotels & Resorts Worldwide, Inc., with design by Philippe Starck, a culinary program crafted by Spanish chef José Andrés, and custom-curated retail by Moss. The seven-story hotel features 61 luxuriously appointed suites, including seven lifestyle suites with Technogym Kinesis Personal equipment and 32 allergen-resistant Pure rooms. Innovative and eclectic dining reaches new heights at The Bazaar by José Andrés, a collection of magical dining and lounge experiences woven into a modern-day indoor piazza. Groups and social events thrive in more than 30,000 square feet of indoor/outdoor function space and 12,000 square feet of dedicated meeting space. Ciel Spa at SLS is a unique new spa concept, open to hotel guests and locals alike, that combines the luxury of a full-service spa with a soothing yet playful setting. With matchless synergy, SLS guests receive preferential access to The SBE Collection of some of the city's most sought after restaurants, nightclubs and lounges. For more information, please visit [www.slshotels.com](http://www.slshotels.com).

#### **ABOUT ASTON MARTIN**

Aston Martin is one of the world's leading sports car manufacturers. Founded in 1914 by Lionel Martin and Robert Bamford the company has been responsible for some of the most evocative automobiles of all time. Aston Martin has evolved into a prestige manufacturer with class-leading products and perhaps the most high profile automotive brand name in the world. Aston Martin headquarters are at its high tech production facility at Gaydon in Warwickshire, England - a purpose-built facility where a skilled workforce have helped gather numerous awards from the automotive and design industries in the past five years. Aston Martin has also enjoyed considerable success on the track and the company's sporting heritage continues to infuse every model. The current model line-up comprises the award-winning DBS, DB9, V8 Vantage and soon to be released, four-door sports car, the Rapide. Voted the UK's coolest brand consecutively over the past three years, Aston Martin has a fast-expanding dealership network of 125 dealers representing in 27 countries around the world with 34 situated across North America. [www.astonmartin.com](http://www.astonmartin.com)

#### **ABOUT THE LUXURY COLLECTION HOTELS & RESORTS**

The Luxury Collection is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Today, The Luxury Collection is a glittering ensemble of more than 70 of the world's finest hotels and resorts in more than 30 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning hotels that continuously exceed guest expectations by offering unparalleled service, style and class in some of the most desired destinations in the world. Most recently, Mystique, a Luxury Collection Resort, was honored with the 2008 Travel + Leisure Design Award for Best Small Resort in the world. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit [www.luxurycollection.com](http://www.luxurycollection.com).

###