The 007 Car is Here!

Aston Martin, the car immortalized by the superspy James Bond, is the latest entrant into the Indian Ultra Luxury Car market. In 2011 alone, this is the fourth super car to be lunched in India after the 4.5 core worth Maybach in February, the 12.5 crore Koenigsegg Agera in March and 1.4 crore Maserati in early April. The top-end of the Indian Luxury car market is already crowded with more than two dozen models carrying a price tag of over 1 crore.

Aston Martin has added nine more to the array of super luxury cars; among them One-77 at 20 crore, is the priciest car to be launched in India. As for the rest of the models priced between 1.4 - 2.6 crore, Lalit Choudhury, Managing Director, Performance Cars, the dealer of Aston Martin in India said they expect to sell 30 units this year.

The company has sold just 55,000 cars in its 97 years history and about 5000 cars each year, to the richest across Europe, the US and Asia. The company expects to sell a quarter of its cars to Asian and Middle Eastern countries in the next five years.

**Questions:**

1. Do you think Aston Martin car presents an exception to the law of demand? If yes, explain the particular exception and draw a corresponding (hypothetical) demand curve.
2. Explain the consumer behaviour in the case of such high priced cars, by comparing them with other similar products.