

1. Introduction

Aston Martin is one of the most well-known luxury car brand around the world. This report will talk about Aston Martin marketing audit in the United Kingdom (UK) market. Company background, macro analysis (PESTE), micro analysis (company, customers, competitors, suppliers, marketing intermediaries), and competitive analysis will be discussed, as well as the SWOT. Finally, strategic priorities will be made to help Aston Martin improved in the next 12 months.

2. Company Background

Aston Martin, founded in 1913 by Lionel Martin and Robert Bamford, is a global luxury car brand renowned for its elegance, workmanship, and performance. The firm is headquartered in Gaydon, England, and designs and exports automobiles to 55 countries. Sir David Brown managed the merging of Lagonda with Aston Martin in 1947, resulting in the foundation of Aston Martin Lagonda Global Holdings Ltd. (Aston Martin Lagonda, 2024a). Aston Martin's sales in the UK (Figure 1) are expected to reach US\$181 million in 2024. From 2024 to 2028, the revenue is expected to expand at a compound annual growth rate of 11.25%. According to this development, the UK market for Aston Martin might reach US\$277 million in sales by 2028 (Statista, 2023c).

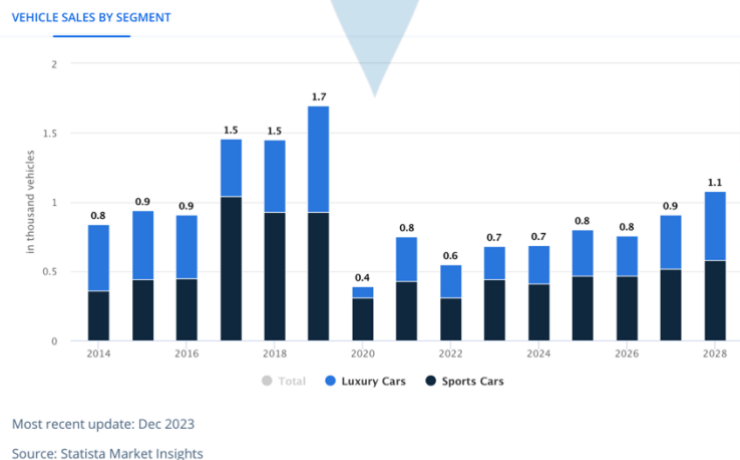


Figure 1: Aston Martin Sales (Statista, 2023c)

Adrian Hallmark (Figure 3), has been named Aston Martin's next CEO, taking over for Amedeo Felisa (Figure 2). Hallmark adds more than 25 years of experience from Porsche and Bentley (Aston Martin, 2024f). This occurred as a result of Aston Martin's severe financial difficulties, which included severe losses in previous years despite small recovery in 2023, and their need for a leadership transition to better financial management and promote long-term profitability (CNBC, 2024). Renowned for his accomplishments with high-end labels like as Ralph Lauren and Michael Kors, Lawrence Stroll (Figure 4) became Executive Chairman of Aston Martin Lagonda in April 2020 after serving as the head of an investment group. His involvement shows a strategic commitment to the future growth and development of Aston Martin in the racing and automotive industries (Aston Martin, 2024g).



Figure 2: Amedeo Felisa (Aston Martin Media, 2024a)



Figure 3: Adrian Hallmark (Bentley Media, 2017)



Figure 4: Lawrence Stroll (Aston Martin Media, 2024b)

Aston Martin's values, which include Unity, Openness, Trust, Ownership, and Courage, serve as guiding principles, leading the corporation towards innovation and success. Their mission is to create cars that represent the pinnacle of technology, accuracy, and workmanship, providing exceptional performance and a one-of-a-kind driving experience. Aston Martin strives to be the world's leading ultra-luxury British performance brand, creating the most irresistibly exhilarating performance automobiles and setting new benchmarks for excellence in the automotive industry (Aston Martin, 2023a).

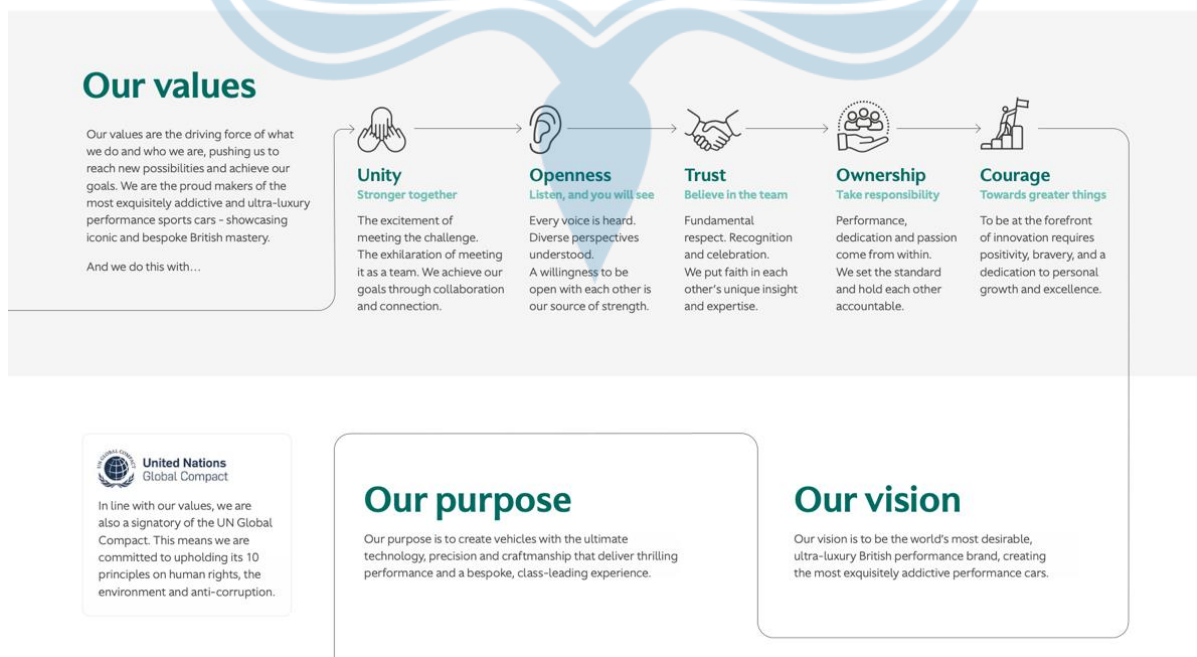


Figure 5: Aston Martin Values, Purpose, and Vision (Aston Martin, 2023a)