



Brand Strategy and Ideas for Aston Martin Cars

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Brand Strategy and Ideas for Aston Martin

Background

- Aston Martin was in the [news](#) recently for a poor showing in Q2 2026 earnings, thanks to problems in China and also US tariffs
- The news report also mentioned that Aston Martin has secured a £550 million loan from a private credit company
- The Company's own [reporting](#) of its H1 2026 earnings is worth reading on its website
- What is curious are [media reports](#) that creditors are demanding sale of Aston Martin's branding rights and their own earnings report mentions that the company has already sold its F1 naming rights
- This is equivalent to selling the family silver, no matter what it is worth and would hollow out the company further
- Considering that UK got the most favourable of the US trade deals, albeit on a quota basis, I wonder why Aston Martin should suffer from higher US tariffs
- US customers who would buy an Aston Martin car would buy it anyway, regardless of the higher price on account of tariffs
- China has so many EV car brands of its own that almost every international brand of automobile is facing the heat there
- There was mention of a cyber-breach in UK, but I thought that only JLR was affected by it
- On the other hand, Ferrari and Lamborghini that are both direct competition for Aston Martin and that also are under US tariffs, didn't face a problem at least in the US
- I think the problems might be elsewhere, not least in the brand image of Aston Martin that is too strongly associated with James Bond, the fictional spy character from Ian Fleming's novels
- Therefore, there is a need to rethink Aston Martin's brand strategy and communication package for the next decade and the future.

The state of the luxury car industry, worldwide

From all that I have been reading, I think that the luxury car industry is in for huge disruption. A lot of it has to do with the shift to new technologies such as EVs, but even more has to do with how much the Chinese have come to dominate the EV industry itself.

In China, the world's largest market for cars and for luxury cars, in particular, the stiff competition from home-grown Chinese EV brands is formidable. Even iconic luxury car brands are suffering from declining sales in China and a lot of this is also because of weak domestic consumption in the country. However, even the Chinese luxury consumer

who ought to be more resilient and willing to spend, is preferring Chinese EV brands these days it appears.

In overseas markets too, Chinese EV brands are managing to upstage established car brands including luxury car brands. This is a very strange development in the industry that appears to be caught between change of technology and luxury parameters. Chinese car brands are not yet brands in the real sense that we know and understand the term, and yet because of their stylish designs, EV technology and attractive prices, they are managing to give even established luxury car brands a run for their money. Chinese EVs are also mostly in the premium mid-size sedan segment and above, and along with technology and stylish designs, they are managing to challenge the conventional definition of luxury in the automobile industry.

In the US, the world's second-largest market for cars, however, there seems to be a move away from EVs. To the extent that American carmakers like GM and others are pulling back huge investments announced in previous years in EV technology.

The luxury segment most likely to be affected by Chinese EV challengers is the low to mid luxury range, comprising Mercedes-Benz, BMW, Audi, JLR as well as Porsche. They all have to raise the level of engineering, technology, design and luxury in order to compete.

Fortunately, the segment that Aston Martin operates in which is the ultra-luxury and supercar category, is not that badly affected by Chinese EV disruption. Aston Martin, Ferrari, Lamborghini and Rolls Royce are under less threat in the near future, but this doesn't mean that they shouldn't be innovating more with technology and investing more in building their brands.

Implications for Aston Martin

Therefore, I think that Aston Martin should double-down even more on their brand image and find ways to bolster it. First, in order to compete better with Ferrari and Lamborghini and also to prepare for Chinese competition in the future.

Here, there are other aspects to consider as well, which have been in the making for a while in the automobile industry. Increasingly, we have seen that cars have fewer moving parts and more electrical and electronics at play, including digital technology and software. The implication of this for a company like Aston Martin is that the importance of engineering reduces, while that of technology increases.

Therefore, Aston Martin will have to

- Make its legendary engineering more relevant by combining it with the best of electronic and digital technology
- Think product line more carefully in terms of technology types and variants
- Focus less on volume growth and more on value growth via better pricing
- Conduct market research among its current car owners as well as prospective buyers to understand how they perceive the Aston Martin brand
- Focus much more on brand-building and communication to create a distinctive image for Aston Martin and create preference for it

The competitive framework

The main competitors as I said earlier, are Ferrari and Lamborghini. They epitomize the highest standards of luxury in automobiles as well as in driving performance, as only the Italians can. As builders of supercars that were born as racing cars, both Ferrari and Lamborghini are formidable competition. The former, especially, is also very much present and dominant in racing today as an F1 team.

Aston Martin seems to have returned to racing, according to their website, but the details are not very clear. McLaren, the other British thoroughbred racing car brand is also present in F1 racing, and had tied up with Honda some years ago. It is important that Aston Martin stay committed to participating in F1 racing, as this is the best breeding and testing ground for new technologies and concept cars.

I think both Ferrari and Lamborghini are known more for their power and performance, and it is this supercar status that gives them a luxury image. As carmakers they are also more focused on the power, speed and performance of their cars than they are on luxury; the luxury derives from the cars' stylish design, space and performance.

I think that competition in this supercar segment works very differently than in other segments. Because there are so few supercar brands, and because the kind of people who buy and use supercars own more than one of them, competition in this segment shows a healthy respect for equals. It is quite likely that an owner of a Ferrari supercar will buy a Lamborghini or an Aston Martin as the second supercar in his stable and drive both. Therefore, it is enough for Aston Martin to be in the considered set of supercar brands in the customer's mind, without having to fight for outright preference.

However, in this supercar segment and for this type of customer, word of mouth would be extremely important. Aston Martin would do well to

ensure that current owners of their cars are more than satisfied with their Aston Martin cars, so that they may make favourable recommendations to others, whenever necessary.

From what I saw of [Ferrari's](#) and [Lamborghini's](#) advertising on YouTube, I think that their communication lacks an idea. And this could be because they haven't focused enough on a differentiating brand strategy.

Therefore, one cannot clearly discern what the brand positioning of both these luxury supercar brands is. Except that they are both Italian marques and epitomize high supercar performance.

Looking at [Aston Martin's](#) advertising as well on YouTube, I must say that there is no distinctive positioning that can be discerned for the brand either, except that it captures the thrill and power of the vehicle.

Target customer

- An avid car enthusiast for sure, predominantly male and aged between 30 and 50 years of age, with the core group being in the 30-40 years category
- Someone who follows cars keenly and owns luxury cars
- Has plenty of serious wealth and is likely to splurge on more than one supercar or ultra-luxury car in his stable
- Has a need for speed and power when driving and is also likely to be a racing enthusiast and fan
- Has a need for speed and thrill and likes to hit the highway in his luxury car whenever he can
- Would consider buying a Ferrari or Lamborghini supercar and may perceive these Italian brands to be better at delivering both performance and style
- Aston Martin has to convince him of its supercar performance and its brand image

Aston Martin strengths

- More than a hundred-year-old heritage of building sports luxury cars in Britain
- Makers of ultra-luxury and supercars fitted with custom hand-built V8 and V12 powertrains
- Product range reflects Aston Martin's sports car lineage and all are engineered to deliver plenty of power, speed, acceleration and torque in the segment
- Testimony to Britain's highly well-trained automotive engineers and designers
- Legendary attention to detail and craftsmanship in manufacture considering how few are made each year

- Aston Martin's Royal Warrant granted to them in April 2025
- Thoughtfully conceived and comprehensive owners' program to serve customers throughout their ownership of an Aston Martin vehicle
- Interesting branding of their vehicle models – some based on Norse mythology - suggests cohesiveness and allows for creative interpretations in communication.

Areas that need attention

- Better focus on product range. It seems that Aston Martin has turned one of its old bestselling models, the DB5, into a new line of SUVs with the DB branding. Does Aston Martin have to produce SUVs when there are thousands of them everywhere, including the iconic Land Rover right there in Britain? It's a strategic choice that Aston Martin has to make and I would recommend that they drop SUVs from their product range.
- Pricing ought to be higher for most of their ultra-luxury and supercar models. Pricing - and features - need to move up several notches in order to justify the high prices of an Aston Martin.
- Beefing up the digital technology aspect of Aston Martin cars, in order to stay relevant to customers and compete better. In this context, I think Aston Martin designers might want to reconsider the placement of their car's navigation screen and raise it from the low transmission/gearbox level to the dashboard level for the driver's ergonomic convenience and safety. More improvements required in the connectivity and navigation technology areas.
- As makers of high-performance supercars, Aston Martin ought to introduce ultra-sensitive safety features that get activated or triggered in extreme events to ensure the driver's safety. These features ought to be in addition to all the usual modern safety features that already exist in most luxury cars nowadays such as ADAS, ESP, etc.

Way forward for Aston Martin

I think Aston Martin needs to invest more in R&D and innovation and raise their technology quotient, in keeping with today's customers' needs and with what even Chinese EV brands seem to be offering.

The other area in which they need to invest more is brand communications, especially advertising, in order to create a distinctive brand image for themselves. And they ought to do this by pursuing a brand strategy that differentiates the Aston Martin brand from other ultra-luxury cars and supercars.

Part of this new strategy is to help Aston Martin build intellectual property through as many of their brand assets as possible. Starting with the car's engines and powertrains and other critical parts, where the company has innovated to a great degree to make a measurable difference. For example, Aston Martin builds all its cars around V8 and V12 engines that, it says, it builds by hand. I am not sure what the advantage of a hand-built powertrain is, but if there is a significant advantage, then Aston Martin ought to brand these with its own brand name. Similarly for other innovations such as their own transmission, suspension, etc.

Brand strategy for Aston Martin

Along with product differentiation and investments in R&D and innovation, Aston Martin ought to build its brand around its strengths. These are clearly in the areas of power, speed, acceleration and torque, all of which go to create a certain kind of sports supercar that Aston Martin is.

Where Aston Martin can differentiate itself in brand terms is to create a sports supercar driving experience that allows almost nothing to come between the road and the driver in an Aston Martin. With its winged symbol logo, Aston Martin is perhaps the closest one can come to flying on the road.

Bringing together all of Aston Martin's strengths from power, speed, and innovation to design and engineering as well as performance, we can make the supercar customer see the Aston Martin brand in a new light with a new distinctive brand positioning. And even better, if we can make the Aston Martin owner feel superior and the richer for owning and driving an Aston Martin supercar.

New recommended brand positioning for Aston Martin

Aston Martin sports supercars belong to the world of the supernatural.

Brand benefit

Aston Martin sports supercars are thoughtfully designed and engineered to unleash energies and powers within you.

Tone and manner

- British sophistication
- Authoritative
- Leader-like

Areas for new branding to be considered

Aston Martin has on its website a section on customisation and bespoke configuration of their car models for customers, that is branded Q. To

those who are familiar with James Bond fiction, it would immediately refer to the head of the Q Division, which keeps the Aston Martin brand firmly still in James Bond territory. To a whole lot of others Q might be taken as queen/royalty or even as queer!

I am recommending that Aston Martin shift away from James Bond imagery, and therefore rebranding this division in line with the new brand strategy would make more sense.

The second area that needs thought and consideration is an Aston Martin Owners' Club. I notice there is plenty being done for Aston Martin car owners, but it needs appropriate branding as well. Ferrari calls their club simply Ferrari Owners' Club. Perhaps, Aston Martin could do better than that, and also create a direct response communication programme that keeps in regular touch with them. One must keep in mind the fact that many Aston Martin car owners are likely to know each other already and therefore the branding should make them feel like they belong to an elite club.

There should also be a range of special Aston Martin branded merchandise for Aston Martin car owners and this should be created in association with a British ultra-luxury brand, such as Alfred Dunhill or any other.

Creative strategy for Aston Martin (or how advertising will build the brand)

Since the Aston Martin brand now stands for a supernatural sports supercar driving experience, advertising will attempt to transfer as much of the car's, and the brand's, strengths to the customer who will drive it.

This will complement the Aston Martin customer's wealth, social status and derived influence and power and advertising and brand communications will tap into all of this to help him believe that Aston Martin supercars enable him to feel and exert the full extent of this power to his satisfaction.

In other words, Aston Martin will help the customer unleash all his inner energies and power in a drive that is other-worldly.

By doing this consistently over time, and across a variety of media, Aston Martin will create preference for itself in the hearts and minds of supercar buyers. Even though, as I said earlier, competition between brands in this supercar segment operates quite differently.

Creative Idea

The main advertising idea will be to demonstrate that driving an Aston Martin is to experience the supernatural, and we will do this by taking the target customer into the world of fantasy and allowing him to unleash his mythical powers.

This idea will be executed differently in TV/Video where we will dramatise the supernatural powers that Aston Martin and its owners unleash. Here characterisation of the Aston Martin man will play a critical role; in all the TV/video adverts I have imagined him as a youngish man asserting himself against the decadence of an overbearing, older man whose moral compass is out of order. This can also be seen metaphorically as good vs evil, innocence of youth vs age-hardened tradition, freshness vs out-of-date ideas, etc. Different audiences may read different things in the TV adverts, but our main message to everyone is that driving an Aston Martin allows you to unleash your powers.

Aston Martin TV/Video advert #1 (The Deal):

Film opens inside a dimly-lit library/study in a large, villa-like mansion. Heavy curtains which are slightly parted allow little light from the outside. Meanwhile, a lone table lamp on the large desk lights up just enough of the room for us to see a young man – in his mid-to-late thirties – finishing a conversation with someone at the other end of the phone line.

Camera circles the desk while an older man's voice asks: **So, is this a done deal then?**

Younger man in the room replies: **I'll see you on the other side.**

He hangs up, grabs his overcoat and leaves the room. We never actually see the man in full light, only glimpses of him in part light and shade. This adds to the mystery of the man and the situation.

Cut to him inside his Aston Martin car as the garage door opens, letting light stream in rather dramatically. The moment the garage door is raised enough for him to drive through, he is out in a flash!

Dissolves of him speeding through a city and then the countryside, until his Aston Martin is now cruising on a deserted highway. Music that is an unusual orchestral Celtic rock track fades in. Every now and then voices fill in, singing something like "Never give up... never give in..."

As the car speeds away from us into the horizon, it vanishes into the blue!

The sky is filled with dark storm clouds, and who should appear in its midst but our Aston Martin man. Slightly lost and out of place, he makes his way through the clouds. While all kinds of strange people try to lure

him with various things. He refuses them and every now and then, a burst of sunlight shines through.

He sees a shiny pair of wings in the clouds and reaches for it. The wings mysteriously help him back to his car and he drives away.

Dissolve to the older gent standing outside his mansion, while his chauffeur loads his golfing kit into the boot of his saloon. Everything is quiet and peaceful. Birds are chirping.

Suddenly we hear a roar of an Aston Martin, see a gust of wind blowing dried leaves hither and thither.

The car's loud roar startles the older man who turns around and says: **Oh, it's you! Jesus!**

Younger man, who we now see in full light for the first time: **Thought I'd tell you in person, your deal doesn't match my dream.**

Older man raises his eyebrows and with a grimace, replies: **That's too bad! A round of golf sometime?**

Younger man starts his car and with a smile says: **Check with me after my skiing holiday.**

With that, he drives away, and all we hear is the roar of the car.

Screen fades to black. The sound of the Aston Martin is still audible.

The Aston Martin winged logo sparkles to life on the black screen.

Super: Unleash the powers within you

Aston Martin TV/Video advert #2 (The Duel):

Film opens inside a swanky and dimly lit bar, where we see a youngish man in his thirties enjoying a drink with an older friend who is probably in his late forties. We don't see the two men in full light, even as they share a quiet drink and conversation.

It appears that the older gent has been snubbing and belittling the younger man, because when the waiter comes around asking if they'd like another round of drinks, the older gent shakes his head to indicate no. At this point, the younger man offers to pay for the drinks.

Younger man: Check, please. The drinks are on me.

Older man (with a snigger): As far as I can tell, you have a lot to learn.

Younger man (smiles): I'm quicker on the draw. You'll be surprised!

Older man: Surprise me, then. A duel it shall be!

Dissolve from the dark bar to the dark skies outside. A large-winged bird flies across the sky making a strange and eerie sound.

Dissolve to an Aston Martin car driving down a deserted road. A Celtic rock orchestral music track fades in.

Dissolve to a large hall with two men dressed in their fencing armoury engaged in a fierce duel.

They seem to be experts at the sport, wielding their swords with consummate skill and dexterity. Camera captures all their swift movements, circling around them as they duel. Swords swish through the air, both in close-up and mid-shots, dramatising the tension.

When the swishing swords happen to touch and sparks fly, we cut to the Aston Martin driving as intercuts. Speeding, turning corners and even racing and overtaking another car on the road.

The duel suddenly stops with one of the men pointing his sword at the other gent who has fallen to the ground.

Just then, we hear the younger man's voice and see him enter the hall dressed in his fencing armoury.

Younger man: Waiting for me, were you?

Cut to the expression of the man who has fallen to the floor. It is one of shock and surprise.

He looks at the other gent he had been duelling all along, and asks: **Who is this then?**

The other gent takes his visor/helmet off and hands it to the Aston Martin man who has just walked in and who we now see in full light.

Younger man: **Oh, we were just getting you all warmed up.**

Pokes his sword at the older gent and says in a commanding tone: **Get up. You were going to teach me something?**

Scene fades to black, as we hear the roar of the Aston Martin car.

The winged Aston Martin logo sparkles to life.

Super: Unleash the powers within you.

Aston Martin TV/Video advert #3 (The devil):

Film opens on a swish cocktail party in progress. We see men and women dressed for the occasion mingling in groups all around the large hall.

Dissolve to a youngish man in his late thirties at his home, as he gets dressed for the cocktail party.

Dissolve back to the cocktail party, where a waiter carrying a tray of glasses stops next to a young woman who appears to be alone and asks her what she'd like to drink.

An orchestral Celtic rock music track fades in.

Dissolve back to the young man at home who is now getting into his Aston Martin car. His expression seems to answer for the lady and she refuses a drink. The waiter smiles and moves on.

This back and forth between the Aston Martin man and the cocktail party in quick dissolves continues for a while.

We now see a group of older men huddled together and talking shop. One of them looks around the room and sees this young lady all by herself.

Dissolve to the Aston Martin man now driving his car to the party.

Dissolve to the party, where a young couple join the lady and engage her in conversation.

Dissolve to the Aston Martin speeding down city streets.

Dissolve to the older gent making his way towards the young lady at the party. Tension builds up.

Dissolve back to the Aston Martin man driving... the viewer gets the sense that it's a race between him and the older man who's making his moves on the lady at the party.

Older man gets waylaid by a group of guests. And our Aston Martin man gets to the lady in the nick of time, who is once again by herself.

The host of the party – an older gentleman - sees the Aston Martin man and speaks to him.

Party host: Didn't see you here earlier. A dramatic appearance as usual?

Aston Martin man (laughs sheepishly): Apologies, as always.

Host turns to his wife and jests: He always arrives late and finds the finest lady at the party to talk to.

Host's wife smiles and greets the young man and the lady, while her husband tries to draw her away so that the couple can be left alone.

Screen fades to black. We hear the sound of the Aston Martin.

The winged logo of Aston Martin sparkles to life on the screen.

Super: Unleash the powers within you.

Aston Martin brand campaign in print

While the TV/Video adverts for Aston Martin dramatise the supernatural powers of the man who drives an Aston Martin car, that are in fact derived from the vehicle, the brand campaign in the print medium focuses on Aston Martin's approach to engineering a supercar that is designed to unleash the powers within.

The print campaign for Aston Martin focuses on Aston Martin power being unleashed responsibly through its engineering and technology. I am not a designer or art director, but the adverts visually depict the Aston Martin supercar in dramatic and challenging situations with subtle suggestions of mythology, while the text speaks of the challenge of having to wield power responsibly.

Print advert #1:

Headline: Everyone wishes to reach there in a V8 or a V12.

Few ever do.

Copy:

It takes the ingenuity and skill of an Aston Martin engineer to deliver 800 PS and more of unbridled power through a 4-litre twin-turbo V8 or V12 engine. And torque in the thousands of Nm, along with 8-speed transmission. To give you the unparalleled power and pleasure of driving an Aston Martin supercar.

Not just the Valhalla. But every ultra-luxury car we make by bringing together the best of Aston Martin engineering and state-of-the-art technology.

Feel the power that legends are made of.

Sign-off: Aston Martin logo

Unleash the powers within you

Print advert #2:

Headline: The exhilaration of 0-60 mph in 3.3 seconds.

Only a few will ever know it in their lifetime.

Copy:

Only something an Aston Martin engineer could conjure up. By pushing science to the limits, against the clock. This level of acceleration comes with 727 PS of power delivered through our V8 and V12 powertrains. And several thousands of Nm of torque. The true exhilaration of driving an Aston Martin supercar is at your command.

Not just the Valkyrie. But every ultra-luxury car we make by bringing together the best of Aston Martin engineering and state-of-the-art technology.

Be one of the few to experience it.

Sign-off: Aston Martin logo

Unleash the powers within you

Print advert #3:

Headline: At 214 mph, nothing comes between you and the road.

No tarmac, only tailwind.

Copy:

The closest thing to flying you'll ever experience on the road. Thanks to Aston Martin engineers who have found a way to let you experience all the power and speed of a supercar, with little to no resistance. Five driving modes, 8-speed transmission along with V8 or V12 Aston Martin engines mean that you have the most responsive drive ever created.

Not merely the Vanquish, but every Aston Martin ultra-luxury car we make. By bringing together the finest of Aston Martin engineering and state-of-the-art technology.

You have more than earned your wings.

Sign-off: Aston Martin (logo)

Unleash the powers within you

Print advert #4:

Headline: 680PS of power to wield on the road also comes with a huge responsibility.

Copy:

Aston Martin engineers are only too aware of the fact that all this power on the road must come with checks and balances. Which is why our supercars are built with numerous safety features such as ADAS, ESP and the like. Including some ingenious tiny safeguards that get activated in extreme circumstances. Hitting top speed, for example.

Not just in the Vantage, but in every ultra-luxury car we make. By bringing together the finest of Aston Martin engineering and state-of-the-art technology.

After all, your safety is also our responsibility.

Sign-off: Aston Martin (logo)

Unleash the powers within you

Print advert #5:

Headline: Any more thrill, and it wouldn't be road-legal.

Any less restraint, and it would be reckless.

Copy:

Every Aston Martin engineer is conscious of the fact that building a sports supercar with racing heritage is no small matter. Balancing V8 and V12 powertrains that produce 700-800 PS of power with a choice of driving modes and multispeed transmission is imperative in every car we make.

Not merely in the Valiant. Our unique suspension and distribution of power to the rear wheels too are hallmarks of Aston Martin supercar design. Bringing together the finest of Aston Martin engineering with state-of-the-art technology.

You can trust us to balance thrill with restraint.

Sign-off: Aston Martin (logo)

Unleash the powers within you

Some thoughts on Aston Martin partnerships

I read about some of Aston Martin's [partnerships](#) on the company's website and they appear to be an attempt to leverage the Aston Martin brand image and extend it across several areas to create a certain Aston Martin lifestyle.

I am not sure all of them are necessary and I think many could dilute the company's strengths in the luxury automobile industry. I think that the company's focus right now ought to be to build a distinctive brand image for itself in the core business of making luxury sports supercars.

If these partnerships take up too much of the company's time, human resources and finances, I would suggest Aston Martin give them up, in order to concentrate on the core business.

Thoughts on Aston Martin diversification

Instead, I think Aston Martin could seriously consider diversifying into a related and adjacent industry which is executive jets. Manufacturing them entirely, from engines and fuselages to interiors and the cockpit technology.

Demand for executive jets is only growing with every year and with many more millionaires and billionaires being minted in the business world, Aston Martin could carve a distinctive niche for itself in the executive jet space, especially if they are more cost-effective, consume less fuel and are more sustainable.

Pioneering new technologies

I think Aston Martin could also raise the level of its engineering several notches with research and development in alternative automotive technologies such as flying cars, solar-powered cars, hydrogen fuel-cell cars, and of course, autonomous driving.

With stronger focus on the Aston Martin product range, more feature-rich cars, luxury pricing and a differentiated brand strategy and image, Aston Martin could certainly turn a corner and reclaim its leadership position.



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