

World

Aston Martin Owner's F1 Deal With Himself Shows Turnaround Pain



The Aston Martin Valhalla. Source: Aston Martin

By [Jamie Nimmo](#)

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✦ Takeaways by Bloomberg AI

- Aston Martin Chairman Lawrence Stroll is making deals with himself to raise funds, including a £50 million deal with his Formula One team for using the Aston Martin name.
- The company has issued its third profit warning in a year and is forecasting a larger-than-expected operating loss for 2025, raising questions about its future as a standalone company.
- Analysts suggest Aston Martin could do with the support of another carmaker, citing the success of other British luxury brands like Rolls-Royce and Bentley

under larger owners.

Looking for momentum in a turnaround that has run out of steam, Aston Martin Chairman Lawrence Stroll is making deals with himself.

The luxury-car maker, fresh off its third profit warning in a year, will get £50 million (\$67 million) from Stroll's Formula One team for using the Aston Martin name. The thing is, the racing outfit already owns the naming rights until 2055, with the new deal simply extending them in perpetuity.

Those rights are something “most investors would not have ascribed a value to,” Barclays analyst Henning Cosman said Friday.



Lawrence Stroll Source: *Bloomberg*

Stroll's creative effort to raise funds suggests increasing desperation at the debt-laden British carmaker. Aston Martin Lagonda Global Holdings Plc repeatedly had to raise money and issued a series of profit warnings since the Canadian billionaire's rescue in 2020. Several supercar launches have failed to live up to his lofty expectations.

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Friday's profit warning – it forecast a larger-than-expected operating loss for 2025 – raises questions about Aston Martin's future as a standalone company, said Anthony Dick, an analyst at Oddo. Since the automaker listed in London in 2018, its shares have lost nearly all their value.

“They’ve tried different things, they’ve got a new product range, a new CEO, and they’re still struggling to make things work,” Dick said. “So one does wonder whether it can thrive as an independent company.”

Aston Martin could do with the support of another carmaker, Dick said. He cited Rolls-Royce Motor Cars Ltd. and Bentley Motors Ltd as other British luxury brands that have prospered under its larger owners BMW AG and Volkswagen AG, respectively.

Aston Martin declined to comment.

The company has been stuck in a doom loop ever since Stroll entered the frame. New models have been delayed before failing to excite enough customers, with the automaker repeatedly tapping shareholders for more funds. Since taking over, Stroll's consortium has invested more than £600 million in Aston Martin.

In 2024, the billionaire hired Adrian Hallmark, an industry veteran who previously turned around Bentley, to help fix Aston Martin. He's the fourth chief executive officer during Stroll's tenure. Hallmark saw opportunities to cut costs, but growth has been set back by a slowdown in China, supplier bankruptcies and President Donald Trump's higher tariffs in the US, its largest market.

More recently, Stroll has turned to the F1 team, whose valuation has soared amid strong interest in the sport, to prop up the ailing sports-car maker. Aston Martin last year sold its minority stake in the team for more than £100 million.

Stroll raised the prospect of taking Aston Martin private in a Bloomberg interview last March. The company's market capitalization of around £650 million is “a joke,” Stroll said at the time, adding he'd consider a delisting if


that doesn't improve. Nearly a year on, the value has slipped further, to just under £600 million.

Read More: [Aston Martin's Stroll Says He'd Be Open to Taking It Private](#)

There are other shareholders that would have the financial heft for a buyout, such as China's [Zhejiang Geely Holding Group Co.](#) and Saudi Arabia's [Public Investment Fund](#). But they might not have the appetite or stomach for a lengthy and expensive turnaround job. Geely, for example, [is trying to become leaner](#) after an expensive expansion course.

On Friday, Aston Martin again offered investors a ray of light, saying it expects 2026 to be much better financially. Part of this is because it's forecasting deliveries of around 500 Valhalla hybrid supercars, a model that was plagued by delays.

Investors will keep a close eye on Aston Martin's detailed outlook for this year when the company reports earnings on Wednesday. There's plenty at stake.

"Management's credibility is on the line and a clear path toward positive cash will be required in 2026 guidance," [said](#)  Michael Dean, an analyst at Bloomberg Intelligence.



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