# Comparison of two companies

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# Intro

This essay is going to look at two companies operating in the luxury sportscars industry. Those two are Aston Martin and Maserati S.p.A.

Maserati is an Italian luxury vehicle manufacturer established on 1 December 1914, in Bologna. Since then, Maserati has played a consistently important role in the history of sports car culture and its development. Over a century of activity has brought with it glorious achievements, both on the road and the track, as well as more challenging times, which have helped forge the company’s character and personality.[[1]](#footnote-1)

Aston Martin Lagonda Limited is a British manufacturer of luxury sports cars and grand tourers. It was founded in 1913 by Lionel Martin and Robert Bamford. It became associated with expensive grand touring cars in the 1950s and 1960s, and with the fictional character James Bond following his use of a DB5 model in the 1964 film Goldfinger. Their sports cars are regarded as a British cultural icon. Aston Martin has held a Royal Warrant as provider of motorcars to Prince of Wales since 1982. It has over 150 car dealerships in over 50 countries on 6 continents making them a global automobile brand[[2]](#footnote-2).

## History of establishment

### Maserati

Officine Alfieri Maserati was founded on 1 December 1914 in Bologna, Italy. The Maserati brothers, Alfieri, Bindo, Carlo, Ettore, and Ernesto were all involved with automobiles from the beginning of the 20th century. Alfieri, Bindo and Ernesto built 2-litre Grand Prix cars for Diatto. In 1926, Diatto suspended the production of race cars, leading to the creation of the first Maserati and the founding of the Maserati marque. In 1937, Maserati brothers sold their shares in the company to the Adolfo Orsi family, who in 1940, relocated the company headquarters to their home town of Modena, where it remains to this day. [[3]](#footnote-3)

### Aston Martin

The name for the company came about as Lionel Martin, who founded the company with Robert Bamford, had raced cars at Aston Hill near Aston Clinton in Buckinghamshire.

In 1947, the company was bought by David Brown, who was to lend his initials to the DB series of cars.

Further changes of ownership followed in the 1970s and 1980s, with giant American company Ford taking a 75 per cent stake in 1987, which increased to 100 per cent in 1993.

On 12 March 2007, a consortium led by Prodrive chairman David Richards purchased Aston Martin for £475m (US$848m). Ford kept a stake in Aston Martin valued at £40m (US$70m).

In 2013, Aston Martin signed a deal with Daimler AG to supply the next generation Aston Martin cars with new Mercedes-AMG engines. Daimler AG now owns 5% of Aston Martin[[4]](#footnote-4).

## Company's objectives/mission statements

### Maserati

The Maserati tagline is "Luxury, sports and style cast in exclusive cars", and the brand's mission statement is to "Build ultra-luxury performance automobiles with timeless Italian style, accommodating bespoke interiors, and effortless, signature sounding power". [[5]](#footnote-5)

### Aston Martin

As for Aston Martin, it claims that its goal is not only to continue producing luxurious, high-quality cars but “to make Aston Martin a sustainable luxury business”. I quote Andrew Palmer’s,   
President and Chief Executive Officer of Aston Martin, official policy statement:

“As Aston Martin enters its 104th year the company is in a transition between its First and Second Century.

Over the duration of the Second Century Plan we will invest heavily in new products, facilities and research and development.

This commitment has led us to develop an integrated Corporate Social Responsibility Strategy for the business of which the environmental performance of Aston Martin is at the heart». With that being said, Aston Martin decided to position itself as an environment-responsible brand[[6]](#footnote-6).

## Board of directors of the two companies

### Maserati

The Chairman’s place is held by Sergio Marchionne, Harald J. Wester is the CEO and the President of the company. Peter Hermges is the Managing Director. [[7]](#footnote-7)

### Aston Martin

* Andy Palmer, CEO
* Mark Wilson, CFO
* Laura Schwab, Regional President for The Americas
* Matt Becker, Chief Engineer
* Ian Minards, Head of Product Development
* Marek Reichman, Director of Design[[8]](#footnote-8)

# The organizations

## The brands/types of products

### Maserati

Currently Maserati produces 5 car models:

1. Ghibli
2. Levante
3. Quattroporte
4. Gran Turismo
5. Gran Cabrio

All of them are sports-style luxury cars. Ghibli and Quattroporte are 4-door saloons, Levante is a 5-door SUV, Gran Turismo is a classic grand tourer and Gran Cabrio is a convertible. So, Maserati produces all the models needed for the exclusive cars market.[[9]](#footnote-9)

### Aston Martin

Aston Martin, just as Maserati, positions itself as a manufacturer of hand-built luxury sports cars and grand tourers.

Aston Martin’s current model range consists of 14 cars. 12 grand-tourers, and two four-doorers.

However, recently Aston Martin has exploited its branding for projects including speedboats, submarines, bicycles and real estate development[[10]](#footnote-10)

(Photos of products with labels)

http://astonmartinresidences.com/

http://www.astonmartin.com/en/project-neptune

https://www.astonmartin.com/en/am37

https://shop.astonmartin.com/#

## Slogan and Logo

### Maserati

The company’s slogan is “Excellence through passion”. The company’s logo is the Trident, the symbol of a myth. The badge used on all racing cars in Maserati’s history, has remained constant throughout the evolution of the brand and its style, technology and performance. A figure of iconic importance in Maserati’s history has dominated Piazza Maggiore in Bologna since the sixteenth century. It was the city’s Fountain of Neptune that inspired the Maserati Trident logo, symbolizing both Bologna itself and the automotive brand. [[11]](#footnote-11)

### Aston Martin

Aston Martin's slogan is "Power, Beauty, and Soul."

The iconic wings badge has been synonymous with Aston Martin since 1927 when the original 'AM' logo was completely reformulated, with the Aston Martin name immersed within a new wings motif. Over the course of the 20th century a variety of adjustments were made to the design as the wings incorporated contemporary cues from each era[[12]](#footnote-12).

## Current business development

### Maserati

The company’s headquarters are in Modena, Italy and the company serves the worldwide area through its dealer network. Also, the company has a branch in North America located at Auburn Hills, Michigan, USA. In 2013 the company employed 1100 workers. It has recently built its 100 000 car. Maserati has 5 subsidiaries:

1. Maserati A Socio Unico (можно не говорить)
2. Maserati GB Ltd.
3. Maserati Schweiz AG
4. Maserati Japan KK
5. Maserati North America Inc.

Also, Maserati develops a sports sailing team and has recently introduced a new yacht – Maserati Multi70.[[13]](#footnote-13)

### Aston Martin

Aston Martin at its turn has much more ongoing developments and projects.

With Andy Palmer, ex-chairman of Infiniti, and President of Nissan Motor Light Truck Co., becoming the CEO of Aston Martin in 2014, the company had started to accelerate away from its ill-performing balance sheet.

In 2016 Aston Martin had launched the DB11, first all-new model for a whole decade. It was also the first model under a technology partnership with Daimler AG, holding company of Mercedes-Benz. Demand for the car was outstanding.

“The car that has really kickstarted the turnaround is the DB11,” said the chief financial officer, Mark Wilson. “That car itself has a waiting list that takes you through this year. You’re hard-pressed to find a DB11 V12 anywhere in the globe that you can lay your hands on.”

In 2016 its popularity boosted car sales by 75%, doubled revenues to £188m (15 billiard rubles)

In 2017, on November 22, Aston Martin reported record nine-month results on revenues up 84% to £567 million (45 billiards rubles) for the period ending September 30.

The company’s president and chief executive, Andy Palmer, said the turnaround signalled a strong start to the group’s “Second Century” plan.

On September 28 of 2016 The 37-foot Aston Martin AM37 powerboat made its world debut at the Monaco Yacht Show, marking the luxury British brand’s entry into the nautical world.

In April of 2017 the company has officially taken over the site in St Athan, south Wales. This new facility will become Aston Martin’s second manufacturing plant in the UK. It will create 4,000 new jobs.

On September 27, 2017 the company announced a creative collaboration with Triton Submarines LLC, the acclaimed manufacturer of state–of-the-art submersibles. Codenamed Project Neptune.

In February of 2018, the company revealed it would be investing in a new design and innovation partnership with The College of Design and Innovation, Tongji University in Shanghai, one of the world’s leading universities for the study of design and innovation.

Very soon Aston Martin is going to finish building a 66-storey waterfront tower in Miami, which construction has started in 2016.

Aston Martin has been revealed as the world’s fastest-growing automotive brand of 2018 by Brand Finance, the leading independent business valuation and strategy consultancy[[14]](#footnote-14).

# Marketing strategies

## How do they market their products?

### Maserati

*Product:*

Since Maserati aims at the high-end cars market, its production is both labor- and time-consuming but it is of extremely high quality.

*Price:*

These cars are luxury items, so they are as comfortable as they can be whilst maintaining amazing technical characteristics, but the price will start at least at 5 mln rubles.

*Place:*

Maserati ships its cars worldwide, so the place of purchase is not a problem for a customer at all.

*Promotion:*

The company has chosen an effective way of promotion – it buys customer loyalty not only through advertising, but also by providing numerous services and aftersales. Maserati uses traditional ways of advertising through mass-media as well as some more interesting methods – for example, it has its own clothes brand, which also helps promotion. [[15]](#footnote-15)

### Aston Martin

*Product:*

Aston Martin heavily invests in new products, facilities, research and development. All their products are, like Maserati’s, of great quality. But in contrast to Maserati their product range is much wider and more collaborative.

The Second Century Plan by Aston CEO Andy Palmer will involve Aston redesigning four models and adding seven new ones by 2022, pushing sales volumes as high as 14,000 annually, up from 3,500 in 2016.

*Price:*

Aston Martin’s pricing range is even higher. From 11,5 mln rubles for Aston Martin Vantage to 240 mln rubles for their upcoming submarine.

*Place:*

Aston Martin now sells to 55 markets around the world. The company became less focused on traditional markets, such as Western Europe, North America and Japan, and is starting to diversify into Southeast Asia and the Middle East.

In these countries wealthy women became Aston Martin’s primary potential customers as more women are becoming owners and drivers of the luxurious cars.

*Promotion:*

With the change of leadership, the British automaker has turned to something it has rarely done in its 104-year history: marketing. Nowadays Aston Martin undertakes a variety of marketing endeavors that go well beyond 007 leaning against a silver Aston in a well-cut suit. The company started to increasingly build brand awareness by deploying brand ambassadors (such as US athlete, Tom Brady), TV advertising, holding targeted events, making partnerships with other luxury brands and expanding its lineup with multimillion dollar yachts, hypercars, submarines and apartments, mentioned earlier.

Aston Martin targets its investments to consumers in the market for a luxury car, especially the eastern one, but also respects and supports the fan base, who aren’t necessarily potential buyers, but love the brand.

Therefore, the automaker has largely pulled away from big auto show presentations, except for the annual Geneva show and the alternating Beijing and Shanghai shows.

Instead, Aston is focusing more on experiential events where any desirous can test-drive a new Aston Martin car. By being approachable – particularly to children, who can both become wealthy adults one day or influence their parents’ purchasing decisions – Aston Martin is generating future customers for 20-30 years’ time[[16]](#footnote-16).

# Future plans of the two organizations

## Maserati

There is no reliable information about company’s merger or takeover plans, but it is for sure that the company is going to increase the output steadily (to some extent, by presenting a new model – Maserati Levante Trofeo this year).[[17]](#footnote-17) [[18]](#footnote-18)

### Aston Martin

Seven models in seven years, the biggest product offensive in Aston Martin’s 104-year history

2018 - Aston Martin DB11 Volante

2019 - Aston Martin DBX

2019 - Aston Martin Valkyrie

2020 - An Aston Martin mid-engined supercar

2021/2022 - Aston Martin Lagonda

Lagonda aims to be the world’s first zero emission luxury brand. It will confound traditional thinking and take full advantage of the latest advances in electrification and autonomous driving technologies, which amount to the biggest revolution in land-bound transportation since the invention of the car.

2023 - Aston Martin DB12

(photos)[[19]](#footnote-19)

# Conclusion

Maserati continues to follow the strategy of very expensive, “not for everyone”, steady and somewhat conservative high-end sport car maker whereas Aston Martin decided to radically change its approach to the market and its objectives.

With very smart and bold technological and marketing decisions coming from the renewed board of highly talented and passionate directors, Aston Martin has not only became the world’s fastest-growing automotive brand but succeeded to maintain and even improve its “luxurious must have” reputation.

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