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Aston Martin to slow US deliveries due to new tariffs

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Multiple key vehicle segments underperformed in the first quarter. Image credit: Aston Martin

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is reporting diminishing returns to start the year.

During Q1 2025, the company generated wholesale revenues of 233.9 million pounds, or $311.8 million at current exchange, a 13 percent year-over-year decline. Looking forward, the brand is remaining vigilant as to how it will handle the ever-evolving tariff situation in the United States, its largest market by volume.

"As guided, Q1 wholesale volumes were in line with the prior year and retail volumes materially outpaced wholesales, reflecting our disciplined approach to production and stock optimization," said Adrian Hallmark, CEO of Aston Martin, in a statement.

"Core average selling price increased by 10 percent, demonstrating the positive impact of our recently launched range of ultra-luxury high-performance models," Mr. Hallmark said. "We are carefully monitoring the evolving U.S. tariff situation and are currently limiting imports to the U.S. while leveraging the stock held by our U.S. dealers.

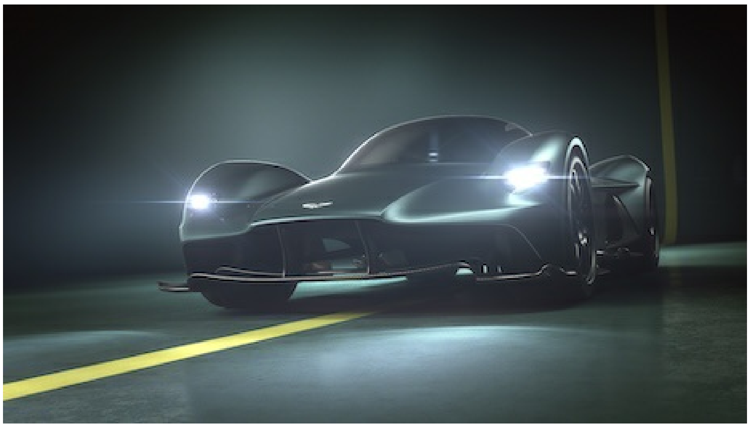
"We remain vigilant in monitoring events and will respond to changes in the operating environment as they materialize."

Rocky road

The receding figures are attributed to fewer deliveries of vehicles in the "Specials" category, which includes limited-edition and bespoke cars.

Wholesale sales volume for the segment fell to 14 units, down from 45 at the same time last year, a 69 percent drop-off compared to Q1 2024. The SUV category also saw its sales fall by 16 percent, totalling 211 vehicles.

Its sports division's wholesale figures surged by 12 percent, driven by demand for high-performance models such as the Vantage Roadster and Vanquish; the segment is responsible for more than three-quarters of the company's revenue intake.


The company will soon expand its range to include new GT and SUV models. Image credit: Aston Martin

Regionally, the United Kingdom and the Americas saw their sales boost by 14 percent and 5 percent, respectively. Meanwhile, EMEA and APAC's wholesale volumes decline by 9 percent and 4 percent y-o-y.

"In the year ahead, we will complement the core portfolio through the delivery of further derivatives, including the DBX S, which expands our SUV range and offers customers even more power, reduced weight and a more assertive design," said Mr. Hallmark, in a statement.

"We are now in the final testing phase of the groundbreaking supercar, Valhalla, our first mid-engined plug-in Hybrid Electric Vehicle, with deliveries set to commence in H2," he said. "Alongside our drive for continued improvements across key areas of the business, the new core derivatives and Valhalla are expected to support future growth and delivery of our 2025 key financial targets."

Financial pressures tied to changes in U.S. tax policy have already impacted other companies in the luxury automotive space, with Italian automaker Ferrari adjusting its prices on select models to account for the shifts in recent weeks (see story).