



Aston Martin appoints Andrea Baldi as Chief Commercial Officer



- **Andrea Baldi appointed Chief Commercial Officer, joining Aston Martin Lagonda's Executive Committee**
- **Andrea Baldi brings more than 25 years of automotive experience, including senior leadership roles at Lamborghini and Ducati across key global markets**

18 May 2026, Gaydon, Warwickshire: Aston Martin today announces the appointment of Andrea Baldi as Chief Commercial Officer.

Andrea joins Aston Martin Lagonda Limited's Executive Committee and will lead the company's global commercial function, as Aston Martin continues to strengthen its position in the ultra-luxury performance sector.

Andrea brings more than 25 years of automotive industry experience, including 10 years at Ducati and most recently 15 years at Lamborghini, where he held senior international leadership roles across Europe, Asia Pacific and the United States.

Adrian Hallmark, Chief Executive Officer, Aston Martin Lagonda, said: “Andrea is a highly accomplished international leader with deep luxury automotive expertise and a proven track record of building demand and driving performance. His perspective and experience will be invaluable as we continue to grow our global presence and deliver sustainable results.”

In his new role, Andrea will be responsible for shaping Aston Martin’s commercial direction, enhancing market presence and driving sustainable growth across all regions.

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About Aston Martin Lagonda:

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB12, Vanquish, DBX and its first mid-engined plug-in hybrid, Valhalla. Aligned with its Racing. Green. sustainability strategy, Aston Martin is developing alternatives to the Internal Combustion Engine through a blended drivetrain approach, with a clear plan to have a line-up of electrified sports cars and SUVs.

Based in Gaydon, England, Aston Martin Lagonda designs, creates, and exports cars which are sold in more than 50 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and came together with Aston Martin in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company’s Executive Chairman, alongside significant new investment. This coincided with Aston Martin’s return to the pinnacle of motorsport with the Aston Martin Aramco Formula One® Team and commenced a new era for the iconic British marque.