

EVENTS/CAUSES

Aston Martin blends style and service in strategic yacht brokerage partnership

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Aston Martin

By STAFF REPORTS

British automaker Aston Martin is entering a multi-year partnership with yacht brokerage firm Northrop & Johnson to deliver bespoke services to consumers at shows and cultural events worldwide.

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The pair will collaborate on events such as the Monaco Yacht Show, the Fort Lauderdale International Yacht Show and Art Basel Miami, as well as automotive industry happenings including Pebble Beach and the Goodwood Festival of Speed. For both of these companies, it is an opportunity to highlight their shared values of high-level service and similar heritage within the luxury sector.

Teaming up

Aston Martin brings its recently developed Art of Living concept to this partnership, which centers on “excellence, luxury, exclusivity, design and technological innovations.”

“Luxury and design are key words for Aston Martin. Art of Living is a perfect complement to our luxury sports cars,” said Aston Martin Brands managing director Katia Bassi in a statement. “We believe in creating superior quality products with superb style and

excellent performance.

“With Northrop & Johnson, we have found a strategic partner that shares our values, and the common objective is to create high-class services with modern style and elegance.”



Oceanco yacht being sold by Northrop & Johnson

Aston Martin is making moves in the world of yachting this year.

The automaker is introducing its first ever powerboat this year as part of a collaboration with Quintessence Yachts.

The Aston Martin powerboat will be officially released in September, but until then the brand is teasing consumers by slowly revealing some of the boat's features. Announcing these features over a period of several months will help Aston Martin generate curiosity and excitement among consumers, who will be more enthusiastic about the official release when it occurs ([see story](#)).

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