

AUTOMOTIVE

## Aston Martin translates brand DNA to nautical design

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*AM37 powerboat from Aston Martin and Quintessence Yachts*

By STAFF REPORTS

British automaker Aston Martin is making its entry into the water with the unveiling of its first powerboat at the Monaco Yacht Show.

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Developed in partnership with Quintessence Yachts, the AM37 combines the knowledge of Aston Martin's craftsmen with the boat maker's engineering. Aston Martin has been branching out into new product categories through collaborations as it looks to build a full lifestyle around its brand.

From land to sea

The AM37 is a day cruiser with seating for eight that can also function as an overnight vessel, with a table that transforms into a bed. Aston Martin's executive vice president and chief creative officer Marek Reichman and his team worked with naval architect Mulder Design to translate the automaker's DNA to the boat.



Aston Martin's AM37

A windscreen was sculpted out of a single piece of glass, while a carbon fiber dashboard reflects the design of Aston Martin's sports cars. Controls including the steering wheel, throttle handles and joystick juxtapose the warmth of leather details with metallic details.

The 37-foot boat also features integrated multimedia navigation and entertainment systems.

By pressing a button, three collapsible carbon panels in the deck slide to cover the cockpit, and an electro-hydraulic carbon fiber bimini top is stored in the engine hatch.



### *AM37 powerboat*

"AM37 is a pure translation of the Aston Martin DNA into an entirely new maritime concept," Mr. Reichman said. "The powerboat reflects our values in terms of power, beauty and soul.

"The most important attribute for Aston Martin is the design language and proportion, we have transferred this DNA into AM37," he said. "It was important to us when considering this project to make sure that the boat design was as beautiful and timeless as our cars, the AM37 is a striking boat with fantastic proportion and elegance."

Aston Martin is diversifying its brand by highlighting the Art of Living.

The automaker's campaign compiles a selection of products and experiences that go "Beyond Beautiful Cars" to develop a more cohesive branded lifestyle. Automakers have been following consumers' move toward the experiential, and the Art of Living initiative primes Aston Martin to harness the purchasing power of those commercials ([see story](#)).

"We are so proud to present the AM37, an exclusive powerboat for the yachting world," said Katia Bassi, vice president of Aston Martin Living & managing director of AM Brands. "With this project Aston Martin, the icon of style and technological innovation, confirms its place as a top luxury brand.

"The Aston Martin Art of Living is a way of life that captures the very essence of the Aston Martin brand, and AM37 is a fine example of this philosophy."