

AUTOMOTIVE

Aston Martin dives into the deep with Triton

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Project Neptune combines Aston Martin and Triton's skillsets. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is taking its lifestyle strategy underwater through a collaboration with Triton Submarines.

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The partners are teaming up on an initiative they have dubbed "Project Neptune," which will bring a limited-edition submersible to market. Aston Martin has recently been aligning its brand with players in other categories to express that its company is about more than cars.

Going underwater

The Vero Beach, FL-based Triton specializes in making submersibles, with clients ranging from researchers and explorers to superyacht owners.

Project Neptune, overseen by Aston Martin Consulting, links Triton's knowledge of building underwater vessels with the automaker's craftsmanship. The submarine concept developed by the partners builds off Triton's Low Profile vessel, which can seat a pilot and two passengers.

Aston Martin's design team then gave this platform a new look.

"Project Neptune is defined by its sleek, elegant exterior," said Marek Reichman, executive vice president and chief creative officer at Aston Martin, in a statement. "We have used forms and proportions that express the same devotion to design, engineering and beauty that shape our cars, such as the Aston Martin Valkyrie hypercar project."



Project Neptune submarine. Image courtesy of Aston Martin

Thinking beyond land, Aston Martin has looked to bring its brand to the water as part of its Art of Living initiative.

The automaker entered a multi-year partnership with yacht brokerage firm Northrop & Johnson to deliver bespoke services to consumers at shows and cultural events worldwide.

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 ([see story](#)).

"Project Neptune is a flagship project for Aston Martin Consulting," said Bradley Yorke-Biggs, managing director of Aston Martin Consulting. "It is a clear and engaging demonstration of how Aston Martin's expertise in sports car design and craftsmanship can be extended into new aspects of the luxury world."

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