

Aston Martin Collaborate on Powerboat

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Luxury British carmakers Aston Martin have collaborated on a stunning new series of high-end powerboat designs.

The result of a collaboration with two Dutch yacht companies – Quintessence Yachts and naval architects Mulder Design – the designs were unveiled at an event held at Aston Martin's global headquarters in Warwickshire, England in April.

Graphic renderings of the first boat in the '7 series' were shown at the event – a 37-foot powerboat dubbed AM37m, which is set to have its official debut later this year.

The AM37 concept boasts a number of high-tech features including interactive voice control and activation, a fully HD-integrated touch screen with navigation and a multimedia system, and remote controlled functions.

Katia Bassi, Managing Director at Aston Martin Brands, said: "Over the course of our 102-year history, Aston Martin has produced some of the most iconic luxury sports cars of all time.

"Our contemporary designs retain classic lines whilst delivering the latest technical innovations, and the exciting range of luxury speed boats we are developing with Quintessence Yachts reflects this commitment to excellence in every field, as well as perfectly encapsulating our 'Art of Living' philosophy."

Mariella Mengozzi, CEO at Quintessence Yachts, added: "We are sure that the Aston Martin ethos of 'Power, Beauty and Soul' can be successfully translated into the yachting environment in a very special way."

As present, only potential owners are being given more details about the boats, ahead of its official launch.

Headquartered in the Netherlands, Quintessence Yachts has a global reputation for innovation and exploring new concepts in the classic yachting world.

Established in 1979, Mulder Design has seen over 600 of its designs come to life, including high-speed motoryachts "Octopussy", "Moonraker" and "The World Is Not Enough".

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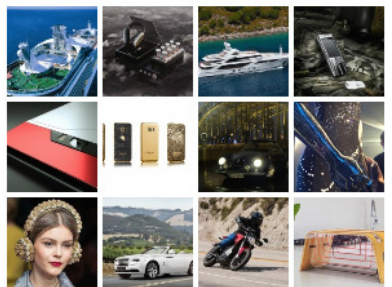
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