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AM37: New Aston Martin Powerboat

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The Salone del Mobile at the Milan Design Week welcomed Aston Martin as the brand unveiled the AM37. No, it was not a new luxury GT. Instead, the British luxury car manufacturer has decided to take a dive and turn its attention to boats.

The AM37 isn't just any boat, it is a powerboat that showcases the best of Aston Martin's design and approach to aesthetics and comfort. The powerboat has been in the making for over five years, as part of Aston Martin's collaboration with Quintessence Yachts. More than just a pretty face, the boat will not be used to generate publicity. One lucky bidder will be able to purchase the AM37 later this year once it goes on sale.

"It is true that a beautiful, simple shape is critical to a product's success but it must also have drama, which is provided by surface language, proportions, and through the choice of exciting materials," said Aston Martin Chief Creative Officer, Marek Reichman. "The new powerboat represents the ideal combination of luxurious and technical materials, generating a powerful yet understated finished product."

As for why the AM37 is making its debut at the Salone del Mobile, we honestly have no clue but Reichman's emphasis on design language offers the best clue.

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