

Home > [Luxury & Lifestyle](#) > [Automotive](#) > [Other](#) > [Aston Martin: 'Earth meets water'](#)

## Aston Martin: 'Earth meets water'

At a first glance, the simplistic yet chic contemporary design of the AM37 is impressive.

09/06/2015 4:20 pm EDT

[News Report](#)

share with your network:

0 2 0 [in](#) [E-mail this](#) 0

[Share](#) [Tweet](#) [+1](#) [Share](#) [Email](#) [Comment](#)



Tags: [Aston Martin](#) - [News Report](#) - [Speed Boats](#)

The British manufacturer of luxury sports cars previewed its first luxury craft, the AM37 speedboat concept, in Dubai earlier this week.

The concept is a result of the Aston Martin's partnership with Quintessence Yachts.

For the preview, a gala dinner was organized and breathtaking videos and demonstrations of the boat were showcased to a selected audience of VIPs and members of the media. Additionally, a selection of Aston Martin cars decorated the ballroom, further stressing the essence of exclusivity of the luxurious brand, whose name has been tied with the James Bond persona.

According to Neil Slade, Aston Martin's regional director for the Middle East and North Africa, the superboat is not a car acting like a boat, nor is it the opposite. At a first glance, the simplistic yet chic contemporary design of the AM37 is impressive, just not like the cars. It is only after the roof of the superboat opens up and we learn about the technologies embedded within, after we look closely at the details on every inch of the craft, that we can truly appreciate this new sea beast.



**About the Author**  
*AME Info Staff*

Author(s) who write news, analytical pieces, and industry reports.

share with your network:

0 2 0 [in](#) [E-mail this](#) 0

[Share](#) [Tweet](#) [+1](#) [Share](#) [Email](#) [Comment](#)

### Share your view



Add a comment...

Also post on Facebook

Posting as **Anna Alessi**

[Comment](#)

Facebook social plugin

### Articles that may be of interest to you :

More on [Luxury & Lifestyle](#)

More on [News Report](#)



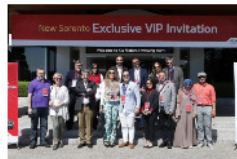
**Digital meets storytelling at Arab Luxury World 2015**

[News Report](#)

Day two of Arab Luxury World 2015 is jumpstarted by talks covering topics from 'Digital'

09/06/2015

[READ MORE>](#)



**Kia Middle East and Africa rewards its customers through exclusive VIP program**

[Press Release](#)

Kia Middle East and Africa has recently rewarded customers from the Middle East with a

09/06/2015

[READ MORE>](#)



**Volkswagen Middle East awarded at Retail Qualification World Championship 2015**

[Press Release](#)

The high standards of Volkswagen Middle East customer service were commended at the sixth edition

09/06/2015

[READ MORE>](#)

[More on Luxury & Lifestyle](#)

### Categories

- Finance and Economy
- Technology
- Real Estate and Construction
- Transport and Tourism
- Media and Marketing
- Luxury & Lifestyle



Mediaquest titles	ameinfo.com	haya-online.com	communicateonline.me	trendsmena.com	gulfmarketingreview.com
	marieclairarabia.com	aficionadome.com	kippreport.com	jeelnar.com	amdmode.com
	smeinfo.me	saneoualhadath.com	luxurymena.com		

Follow Us on

[f](#) [t](#) [e](#) [r](#)

**smeinfo**  
powered by **AMEinfo.com**

The more you know,  
the more you grow

**Jobs** [VIEW ALL](#)

Search for jobs

Keyword(s)

Filter by Country

[SEARCH](#)

**Latest Jobs**

**Software Engineer - Rakuten, Inc.**

[APPLY NOW](#)

**Warehouse Manager**

[APPLY NOW](#)