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## AM37 will be a sea-going Aston Martin

By Jorn Madslie

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(Credit: Quintessence Yachts)

Plotting its route from highway to high waves, the British carmaker Aston Martin has launched a 37-foot powerboat.

“We need to open our world to water,” says Aston Martin design director Marek Reichman during an event on 27 April, held at the company’s factory and design centre in Gaydon, UK. The AM37 yacht, previewed in digital renderings at the event, will enter production later this year.

There will be two versions of the boat: the standard AM37, with a maximum speed of 50 knots (landlubbers: that’s about 58mph), is an ultra-luxurious gran turismo leisure craft turned out in sculpted wood and hand-stitched leather; the sportier AM37 S will be capable of 60 knots, making it eminently suitable for chase scenes in James Bond movies.

Reichman notes that the AM37 yacht was penned in accordance with the brand’s “heart over mind” approach to creative design, a philosophy that has led to some of the most arresting sports cars in the world.



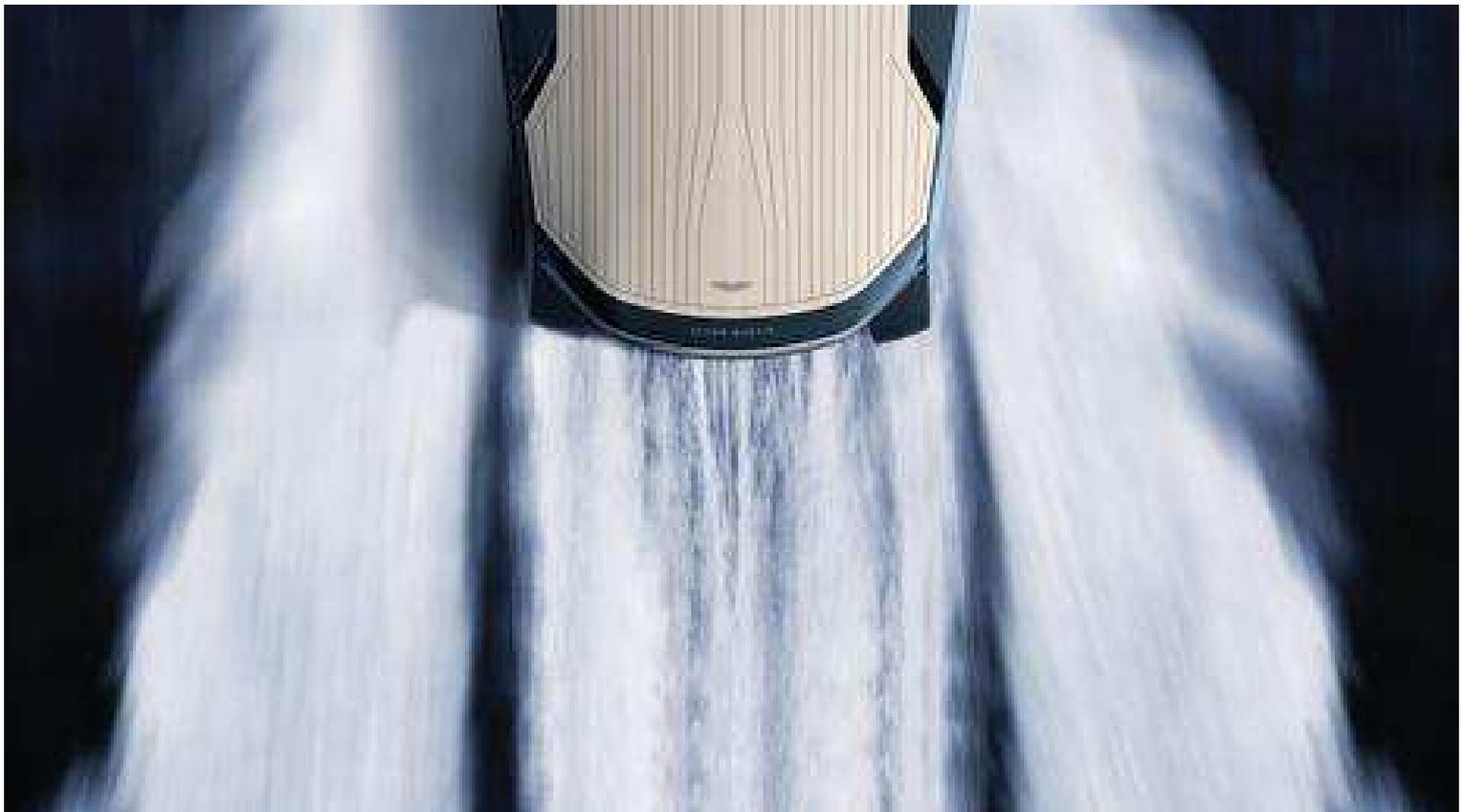
(Credit: Quintessence Yachts)

"It takes inspiration from [car] models the world hasn't seen yet," Reichman says of the yacht. "That's one of the reasons why this boat will have such longevity."

Boats and cars share characteristics that make them "dynamic sculptures", he says, pointing to the yacht's sculpted stern, which resembles the rear of modern Aston Martin cars.

Whether on or off shore, an Aston Martin "has to have a movement when it's static, it has to have a dynamic stance", he says. "It's a balance of beauty and engineering. The same principles apply here as they do to cars."

When the AM37 is launched on water at the Monaco Yacht Show in September, it will be the first of several crafts in the Aston Martin powerboat range, according to Mariella Mengozzi, chief executive of [Quintessence Yachts \(http://www.quintessenceyachts.com\)](http://www.quintessenceyachts.com), the Dutch manufacturer building the boats. Quintessence was selected specifically to translate Aston Martin's design language into an "innovative concept in the yachting world", Mengozzi says.



(Credit: Quintessence Yachts)

The yacht's carbon composite structure was created with the help of Dutch naval architects Mulder Design to ensure car-like comfort and performance. True to Aston Martin's heritage, the boats will be made in Southampton, in the south of England.

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