

World-First Technology for Aston Martin AM37



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by **Steve Lague**
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Two months after announcing it was moving into the power boat market, luxury car manufacturer, Aston Martin has continued its drip-feed policy, revealing new details about the AM37. At a special presentation at the Armani Hotel in Dubai, it showcased some of the technology that would be used in the first boat to carry the name and famous wings of the iconic automotive brand.

One of the most striking, and eye-catching is the world-first three-piece carbon-fibre deck that covers and protects the cockpit when the boat is not being used. It not only protects the helm and all other equipment from the elements but means there is no need to tidy up, or remove expensive equipment from the boat at the end of the day. A simple flick of a switch and everything is securely locked away. In a scene that would not look out of place in a James Bond movie, which have become equally famous for the Aston Martin car scenes as the actions of Bond himself, owners would simply need to press a button

on the AM37 key fob as they walked down the pier and the three-piece cover would neatly disappear under the rear deck, making the boat ready for another day on the water.

With the cockpit exposed, the aft deck then slides back for easy access from the dock to the boat, much like a passerelle on a superyacht. In this position it can also be used as a swim platform while at anchor. The deck also can be raised to provide access to the engine room, storage compartments and bimini top.

The extraordinary experience on board the AM37 is further enhanced by its exclusive technologies. The air conditioning, fridge and coffee machine can all be switched on remotely before you leave home or while driving to the marina, ensuring the beer and wine is cold and coffee brewed before you get on board.

It has already revealed that the AM37 would be equipped with interactive voice control and activation, a fully HD-integrated 15-inch touchscreen with navigation and multimedia system. The AM37 will be 37 foot (11.3m) long and available in two models — the AM37 S which will have a top speed of 60 knots (just over 110km/h) and the AM37 which will be pitched as more of a “gran turismo” leisure boat and will have a top speed of 50 knots (92km/h).

Aston Martin, which is building the boat in partnership with Quintessence Yachts, also revealed this week it would continue its drip-feed policy with additional information about the boat to be released in a series of lead-up events prior to the official launch in September.



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