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WHEN ASTON MARTIN SAID IT WOULD EXPLORE NEW SEGMENTS, WE DIDN'T EXPECT IT TO BUILD A YACHT

By **Ronan Glon** — May 6, 2015

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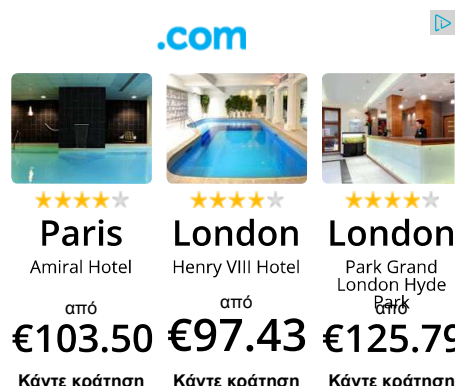


Late last month, Aston Martin [announced plans](#) to launch no less than three new models before the end of the decade, including a brand new [sports car](#) and an [all-electric crossover](#) inspired by the [DBX concept](#). However, the next addition to the automaker's growing lineup is not a car at all but a large powerboat designed and built jointly with a Dutch company called Quintessence Yacht.

The boat is dubbed AM37, a name that hints at its 37-foot length. It will feature a hull made of lightweight composite materials, and structural parts crafted out of carbon fiber in order to keep its weight in check. Quintessence promises that the high-tech construction will allow the boat to provide luxury sports car-like handling, performance, and comfort, even on rough seas.

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The AM37 will be just as high-tech on the inside. It will offer a fully-integrated high-definition touch screen controlled by either voice commands, regular buttons located on the dashboard, or a remote control. The boat will be fitted with a pair of individual captain's chairs and a sofa-like wrap-around rear-bench with room for at least eight additional passengers.



The screenshot shows a travel website interface with three hotel listings. Each listing includes a small image of the hotel, a star rating, the hotel name, and a price. The prices are displayed in large, bold font, with the first two having a strikethrough. Below each price is a button that says 'Κάντε κράτηση' (Make reservation).

City	Hotel Name	Rating	Price
Paris	Amiral Hotel	★★★★☆	€103.50
London	Henry VIII Hotel	★★★★☆	€97.43
London	Park Grand London Hyde Park	★★★★☆	€125.79

Although precise technical details are not available yet, Quintessence reveals that two versions of the yacht will initially be available. The AM37 S will be a sport yacht capable of reaching a top speed of 60 knots (roughly 70 mph), while the standard AM37 will be a more luxurious gran turismo-style boat with a top speed of 50 knots (about 57 mph).

The first prototype is currently being built in a new facility located in England so official pictures have

not been published yet, but Aston and Quintessence have released a handful of computer-generated images that give us a decent idea of what to expect from the boat.

Aston Martin and Quintessence's AM37 will be introduced at a private event that will take place late this year. The agreement between the two companies is envisioned as the beginning of a long collaboration that will eventually spawn a full lineup of yachts and powerboats.