



[VIDEO] SEE ASTON MARTIN ANNOUNCE THEIR NEW ENTRY IN BOATING

April 30, 2015 by [Rich Lazzara](#)

Yesterday came [the announcement](#) that world renowned car maker Aston Martin would be entering the boating industry with a new AM37 model. Today we have two videos, the first from the event itself and the second a teaser video from Mulder Design, the company responsible for the design and engineering of the new AM37

Katia Bassi, Managing Director Aston Martin Brands, said: "Over the course of our 102-year history Aston Martin has produced some of the most iconic luxury sports cars of all time. "Our contemporary designs retain classic lines whilst delivering the latest technical innovations, and the exciting range of luxury speed boats we are developing with Quintessence Yachts reflects this commitment to excellence in every field, as well as perfectly encapsulating our 'Art of Living' philosophy."