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Aston Martin Partners With Quintessence Yachts To Build The AM37 Powerboat

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Posted on 04.29.2015 14:00 by Kirby Garlitos + 0

British luxury car manufacturer [Aston Martin](#) has announced its plan to conquer the high seas with the introduction of the AM37, a 37-foot [powerboat](#) it's looking to build in collaboration with naval architect Mulder Design and yacht builder Quintessence Yachts.

Aston Martin made the ground-breaking announcement at the company headquarters in Warwickshire, UK on April 29, 2015, signifying a unique addition to its luxury car business that will cater to, well, it's existing clientele.

The AM37 yacht itself hasn't been built, but according to Aston, the first working prototype should be ready in time for its expected on-water debut at the 2015 Monaco Yacht Show in September.

What we do know is that Aston Martin's dead serious about this.

That's not really surprising since the company has some established [history in the maritime world](#), including a recent collaboration with another yacht designer, Coste Design. That partnership introduced a catamaran concept at the 2014 Monaco Yacht Show using, of all things, holograms.

There's no word on what Aston Martin and Quintessence Yachts have up their sleeves for this year's yacht show but don't be surprised if the luxury car brand has an actual prototype to showcase to the well-esteemed and deep-pocketed audience of the Monaco Yacht Show.

The two firms, together with Mulder Design, are already setting the table to begin development of the prototype with an eye towards presenting it at Monaco. Here's to hoping that they don't experience any delays because I, for one, would love to see how the A37 turns out.

Continue reading to read more about Aston Martin's A37 powerboat.

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Source: Aston Martin

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Why It Matters

The British firm released a design rendering of the AM37, further proof that this isn't some kind of belated April Fool's joke. Naval architect Bas Mulder is at the helm of the boat's design and from the looks of the rendering, Mulder appears to be going for the same luxurious and classic styling that has come to define Aston Martin's fleet of exotic cars.

The main deck layout is streamlined to exude Aston Martin's high-brow style, fashionably complementing the twin helm seats located just in front of a u-shaped cockpit seating area. The AM37's galley is also a picture of opulence and contains, among other things, compact heads, a convertible u-shaped saloon, and a high-tech entertainment system.

Oh, and in case you're wondering, don't expect to see any naturally-aspirated vehicle engines on the A37 or any of Aston Martin's future boat projects. That's not to say that the company has ruled out converting a V-8 for maritime purposes, but for now, the A37 will be

powered by twin Mercury engines that can produce anywhere from 370 to 662 horsepower with a top speed hitting in excess of 60 knots.

The boat's price is also a question for another time because Aston Martin hasn't gotten far enough to properly identify a price for the A37. But all the same, expect it to go in the mid to high six figures because, well, it's a powerboat that will prominently display Aston Martin's iconic winged logo.

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