

## Aston Martin To Release AM37 Powerboat

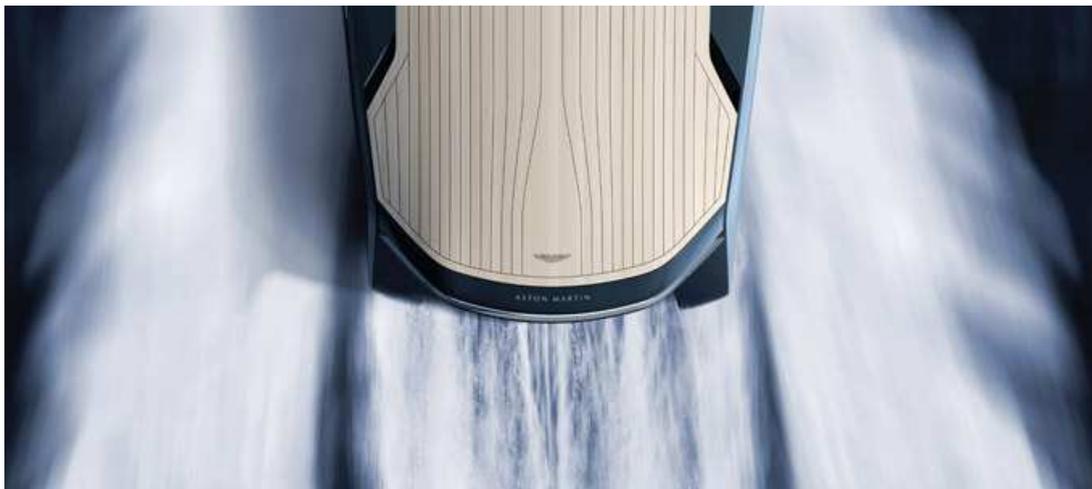
 KATAIA STEPHEN  2 DAYS AGO

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Aston Martin is a brand associated with finesse and class. Their luxury cars are owned by some of the world's most influential people such as Pierce Brosnan, Sylvester Stallone, Daniel Craig and Michael Jordan. The luxury motor good brand strives to evoke a sense of quality, with Aston Martin standing for 'Power, Beauty and Soul'.

But conquering the motor vehicle world was not enough for the prestigious brand, Aston Martin has decided to branch out and create a powerboat. Partnering up with Quintessence Yachts, the two companies are producing a 37 foot long AM37 powerboat. Following in the footsteps of Rolls-Royce, who released the 'Aeroboat' in 2014, Aston Martin and Quintessence Yachts are expecting to sell their powerboat towards the high-end of the market, targeting it towards luxury buyers.





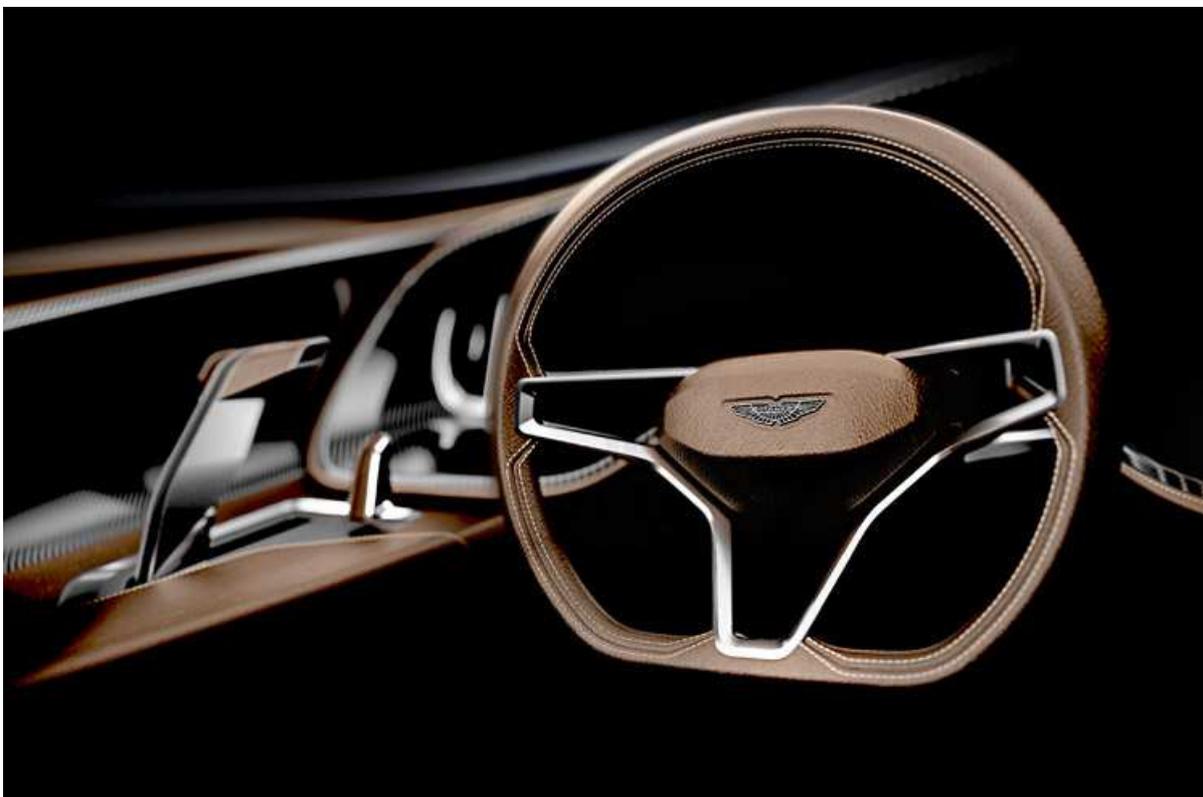
While only a few digitally rendered images have been released, it gives consumers an idea of what the boat is set to look like. And from what we see so far, it is certainly emulating the 'Power, Beauty and Soul' of Aston Martin.

The boat is set to come equipped with first class features such as interactive voice control, remote control functions and a HD touchscreen. The boat will be able to reach 50 knots. Quintessence Yacht's CEO Mariella Mengozzi has recently stated:

***“The Aston Martin Design department has been working seamlessly with the Quintessence R&D unit and naval architect Mulder Design in Amsterdam to achieve a true example of design purity.”***



Not long after the Aston Martin and Quintessence Yacht's AM37 boat is released, a second version called the AM37 S, which is capable of reaching 60 knots, it set to be released to consumers.



While no price has yet been set for the luxury powerboat, it can be expected to sell for a large amount of money. With its lavish interiors and features, and its grand design, buyers looking for an expensive accessory or loyal Aston Martin consumers are likely to invest in it.