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## Aston Martin teases consumers with details about new powerboat

By Staff reports

June 8, 2015



Aston Martin's new powerboat will be released in September

British automaker Aston Martin is introducing its first ever powerboat this year as part of a collaboration with Quintessence Yachts.

The Aston Martin powerboat will be officially released in September, but until then the brand is teasing consumers by slowly revealing some of the boat's features. Announcing these features over a period of several months will help Aston Martin generate curiosity and excitement among consumers, who will be more enthusiastic about the official release when it occurs.

### Sneak peek

Aston Martin first introduced the powerboat with a presentation of its renderings at the Aston Martin headquarters in Gaydon, England. In Dubai on June 5th the automaker revealed a number of unique features, including the powerboats sliding deck and its onboard computer technologies.

The sliding deck is particularly innovative as it allows users to completely cover the cockpit of the boat when they are down with it for the day, eliminating the need to store all onboard gear and cushions in the interior. The sliding deck can be easily controlled with a remote, making the entire process simpler for the boat's owner.

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Some of the technology that has been worked into the powerboat's design includes air conditioning, a fridge, an espresso machine and an entertainment system. There are also navigational technologies that allow the user to easily control the boat.

Aston Martin has announced that more features will be revealed as the officially presentation approaches.



Other luxury brands have recently entered the nautical market. For example, Swiss watch manufacturer Ulysse Nardin branched out in a new direction with the release of a powerboat in collaboration with extreme-performance boat maker Midnight Express.

The brand unveiled the new boat along with a special-edition, nautical timepiece to match. Citing its dual inspiration of the need to innovate and the majesty of the sea, Ulysse Nardin announced that it is excited to make this foray into a new field (see story).



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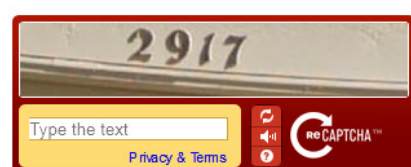
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