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Aston Martin to sell luxury powerboats

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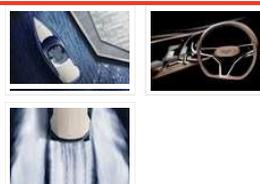


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First SUVs, now speedboats; British sportscar-maker diversifies with 007 Bond boat builder

Aston Martin has announced that a range of luxury powerboats will join its car range.

The deal sees the 102-year-old car-maker team up with Dutch-based Quintessence Yachts and involves Aston Martin licencing its name to the boat builder.

The first to bear the iconic British name will be the AM37 – a 37-foot (11.28m) powerboat that's said to have a high-tech composite structure and 'sportscar-like handling'.

Two versions will be available – the AM37 S that's said to be a true sports yacht with a 60-knot (111km/h) maximum speed – and the base AM37, a speed boat that's said to be more of a GT with a luxurious interior, relaxed handling and lower top speed of 50 knots (93km/h).

Powering the AM37 are either twin 441kW petrol engines, or lower-powered twin 380kW engines. For those who prefer a greater range of performance there's the choice of a pair of 370kW diesels.

Built in the UK, the AM37 was designed by Mulder Design, the boat design team most famous for its involvement in the James Bond movie franchise.

Mulder created the high-speed boats for *Octopussy*, *Moonraker* and *The World is Not Enough*.

For the AM37, Mulder Design said it was inspired by Aston Martin cars. Helping the designers along the way was Aston's design studio overseen by director of design Marek Reichman. According to the design chief designing the powerboat was like a "breath of fresh air", adding that he was most proud of the boat's "simplicity of design, purity and use of materials".

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