

ASTON MARTIN TAKES TO THE WATER



THE AM37 represents a new concept for the yachting world.

Aston Martin and Quintessence Yachts celebrated the upcoming launch of the AM37 powerboat by showcasing its innovative design during the prestigious Milan Design Week, Salone del Mobile.

In April Quintessence Yachts held a worldwide preview of the AM37, a powerboat created to capture the performance, handling, comfort and style synonymous with Aston Martin.

The AM37 is the result of years of research and development, challenging the status quo of the nautical world. Combining the maritime and automotive worlds with the universal characteristics of style and elegance, the AM37 offers a wonderful balance of design and engineering, performance and comfort, luxury and functionality.

Aston Martin Chief Executive Officer

Mark Fischman said: "It is true that a beautiful, simple shape is critical to a product's success but it must also have drama, which is provided by surface language, proportions and through the choice of exciting materials. The most important attribute for Aston Martin is the language of design and we have transferred this language into AM37. The new powerboat represents the ideal combination of luxurious and technical materials, generating a powerful yet understated finished product."

Quintessence Yachts Chief Executive Officer Mariella Mengozzi said: "At Quintessence Yachts we translate design in functionality and technology to enhance the customer experience. We are proud to present elements of the AM37 at Milan Design Week, a boat that represents an entirely new concept for the yachting world."

