



## Two if by sea

Luxury automakers need to be where their customers are, even if that's on the water, says *Brett Berk*.

Before Detroit became the world's automotive capital, it was the epicenter of Great Lakes shipping and ship construction. The internal combustion engine was manufactured there for use in boats long before it was stuffed into a carriage. In fact, Henry Ford cut his neo-industrial teeth working for the Detroit Shipbuilding Company.

This connection continues today, though the, ahem, flow of ideas tends to go in the other direction – from cars to boats. The incentive for contemporary luxury carmakers to build yachts and sponsor races is not simply to display their prowess in materials or engineering. It's to connect with consumers in their favored locations, including on the open seas.

**Aston Martin:** The storied British marque Aston Martin just announced a partnership with Dutch yacht manufacturer Quintessence to produce a range of ultra-luxury boats. Their first model, the 37-foot AM37, includes high-tech composite construction, remote control capabilities and what looks to be a boatload of Aston Martin-grade leather.

