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THE POWERBOAT OF THE FUTURE

Meet Aston Martin’s new trailblazer yacht AM37, the status quo of the nautical realm.

In the world of yachts, where innovation is the norm and everything has seemingly been done before, it’s a challenging task to create a design that stands out in the crowd. The AM37’s distinctive quality is the extreme seamlessness of its body and being able to preserve the sharpness of its defining outline at the same time. The yacht looks like it’s been smoothly carved out of marble, yet more than 1,000 separate design elements were used to construct the vessel. The allure and sophistication is also evident through its tasteful combination of finish, style and proportion. Sleek and unpretentious - true to Aston Martin’s brand image.

The \$1.6 million boat is a result of two years of research and development. It promises a unique yachting experience with its state-of-the art technology combined with its entirely bespoke design. Measuring 37 feet, the vessel has a capacity of six passengers and two crew members. It was designed by Aston Martin’s EVP and Chief Creative Officer Marek Reichman and his design team in partnership with naval architect Mulder Design and the Dutch company Quintessence Yachts.

The interior is customized to meet the needs of each customer, with the exception of the microwave, espresso machine and TV screen. The cabin has a lavatory and the seating area can be converted into a daybed if desired.

AM37's exterior was designed implementing the same "golden ratio" rule that Reichman applies to car design. Self-admittedly "obsessed" with the proportion of all his cars, he wanted to administer the same concept to the boat's design to amplify the drama.

The façade is defined by the fluidity of the design. A single piece of sculpted glass is used for the panoramic windscreen and the double curvature is a new concept in boat design. The deck is made from natural teak and the seating is upholstered in Foglizzo leather.

The 37-foot model is available in two versions - the AM37 with an estimated top speed of 45 knots and a choice of two 370 hp Mercury diesel or two 430 hp Mercury petrol engines. And the AM37S version with an estimated 50 knots derived from its twin 520 hp Mercury petrol engines.