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Aston Martin Grows Their Lifestyle Brand



Luxury British Car manufacture Aston Martin spreads their wings in an effort to become a luxury lifestyle brand.

Despite being most well known for their high end cars, a favourite of James Bond, Aston Martin has a flourishing lifestyle offshoot, Aston Martin Living. The new brand includes commercial partnerships, luxury apartments, exclusive art exhibitions and thrilling events like the Courmayeur Ice Driving Experience in the Italian Alps.

What is perhaps most exciting, though, is the Aston Martin speedboat, the AM37. The USD\$1.7 million vessel features a voice control system and a convertible sundeck, making it ideal for overnight stays. In true Aston Martin-style, the speedboats are high performance, with the sportier AM37S reaching a speed of up to 50 knots (93.34km/h) with its twin 520hp petrol engine crafted by Mercury. The boat combines timeless style with matchless performance to create a true piece of functional art.