



**DATA**  
1 NOVEMBER



**COUNTRY**  
AUSTRALIA



**CATEGORY**  
LIFESTYLE



**UMV**  
600

## DAPPER LOUNGE

FASHION & LIFESTYLE FOR THE DISCERNING GENT

### SPEED

# ASTON MARTIN AM37 POWERBOAT

*By Dapper Lounge · On November 1, 2017*

If you're after 37-feet of ocean luxury, then the Aston Martin AM37 powerboat should be on your list to test. Seeing as the brand has now ventured into the property and real estate sector (check out article here), I thought it be fitting to accompany your new Aston Martin abode with a look at the AM37.

Following two years of design, development and research, the combination of forward technology and meticulous craftsmanship saw the mission of 'challenging the status quo of the nautical world'.

With the most esteemed Aston Martin designers along side the Chief Creative Officer, Marek Reichman, a collaboration with naval architect Mulder Design and Quintessence Yachts helped bring their water vision to life. It's the first aquatic release for the lavishness British brand and the day-cruiser comes in two versions; the AM37 and AM37S.

Mr Reichman said "AM37 is a pure translation of the Aston Martin DNA into an entirely new maritime concept. The powerboat reflects our values in terms of power, beauty and soul. The most important attribute for Aston Martin is the design language and proportion, we have transferred this DNA into AM37. It was important to us when considering this project to make sure that the boat design was as beautiful and timeless as our cars, the AM37 is a striking boat with fantastic proportion and elegance."

At first glance you can help note the sharp yet clean lines that make this cruiser a modern ocean ride. The sculpture glass that wraps around the windscreen in a single piece, to the sliding deck technology enabling you to cover the cockpit of the boat entirely at the touch of a button, or the swim platform that extends from the aft deck to allow for easy access when jumping in for a swim, makes this one stunning cruiser. The dashboard being made of carbon fibre is to resemble today's Aston Martin sports cars, including features like fine leather handles and integrated control monitors.

On board the AM37 you can seat eight people, but inside feel free to sleep the night as the table converts into a bed equipped with mood lighting and air-conditioning, a refrigerator, microwave oven, coffee machine and of course a lavatory. There are two models on offer – the AM37 reaching a top speed of 45 knots in a 370 hp Mercury diesel or two 430 hp Mercury petrol engines and the AM37S reaching a top speed of 50 knots fitted with two 520 hp Mercury petrol engines.

Aston Martin's brand continues to push boundaries and now goes well beyond producing prestigious sports cars. "The Aston Martin Art of Living is a way of life that captures the very essence of the Aston Martin brand, and AM37 is a fine example of this philosophy" Katia Bassi, VP of AML & Managing Director of AM Brands.

Stay dapper gents.

Robbie – Dapper Lounge