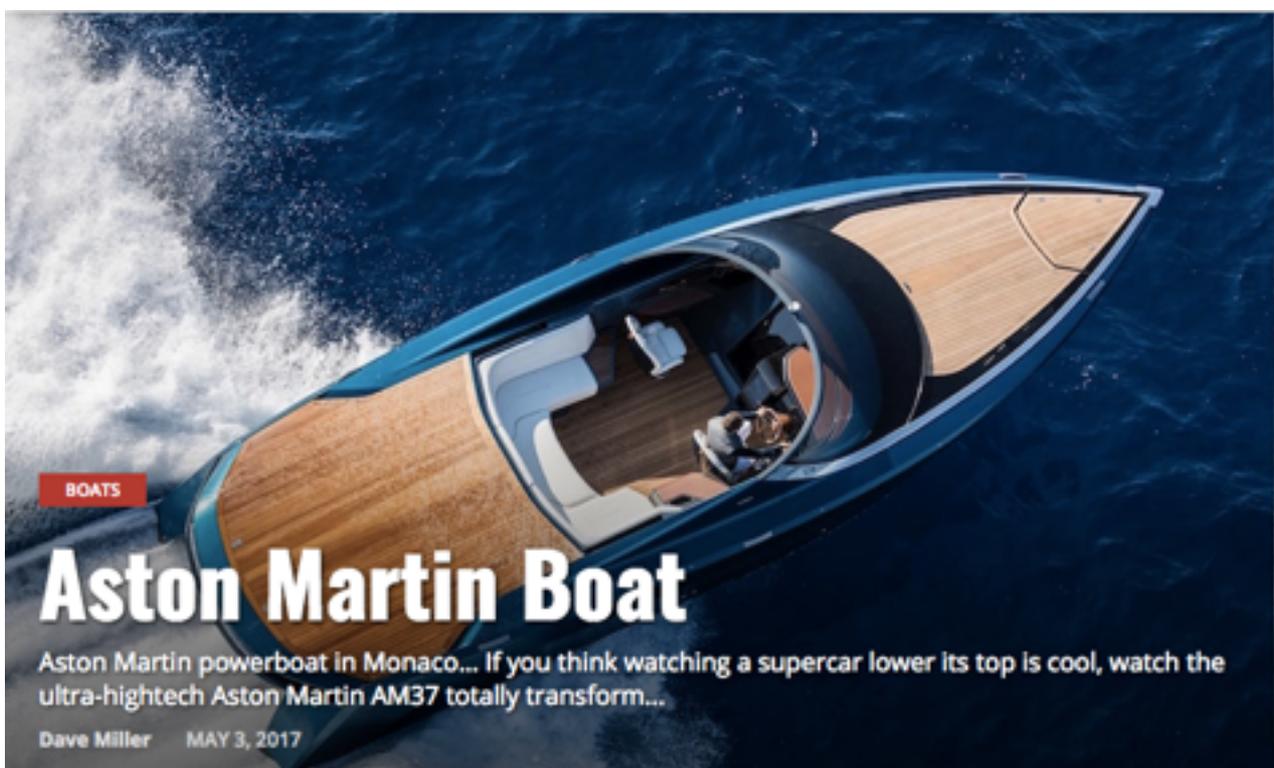


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Aston Martin powerboat in Monaco...

If you think watching a supercar lower its top is cool, watch the ultra-hightech Aston Martin AM37 totally transform itself. A very nifty piece of engineering (1:04 sec)

Often overlooked in the production of sports cars, more manufacturers of luxury automobiles are turning their car audience into lifestyle clients by offering furniture, clothing and now boats.

Last fall at the Monaco Yacht Show, Aston Martin revealed the AM37 powerboat. This is the first foray into yachts for Aston as it looks to leverage their image with the nautical segment of their clientele.

An incredible new concept, sliding deck technology allows owners to cover the cockpit of the boat completely at the touch of a button.

The three lightweight carbon panels, operated by the AM37 key, fold under the aft deck when the cockpit is uncovered. An electro-hydraulic carbon fibre bimini top is stowed under the engine hatch when not in use and, extending from the aft deck, a swim platform allows for easy access to the water.

Drawing heavily from those responsible for Aston Martin's supercar One-77, and the new DB11, the bespoke powerboat represents the latest in design thinking to offer a unique watercraft.

Quintessence Yachts was chosen to translate the Aston Martin design into innovative powerboat for the yachting world.

From Aston Martin, "AM37 is a pure translation of the Aston Martin DNA into an entirely new maritime concept... is a striking boat with fantastic proportion and elegance."

The wraparound windscreen has been created from a single piece of sculpted glass fluidly draped over the AM37's foredeck. With extreme double curvature it sets a new industry standard.

CEO for Quintessence Yachts, Mariella Mengozzi said: "blends craftsmanship with futuristic technology – the perfect mix for this unique powerboat. We took on the challenge to create a true revolution on the water and an extraordinary powerboat, and I'm delighted to present the AM37, a new way of experiencing life at sea".

50 knots over the water, the Aston Martin AM37 is just over \$1M.