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Aston Martin's First Speedboat AM37: Take an Exclusive Tour

The iconic luxury car company Aston Martin unveiled its first-ever speed boat at the Monaco Yacht Show this week — and Forbes was given the first press ride right after the world premiere.

The \$1.6 million boat is a result of two years of research and development. It promises a unique yachting experience featuring state-of-the-art technology combined with an entirely bespoke design.



The power boat measures 37 feet — hence the name — and has a capacity of six passengers and two crew members. It was designed by Aston Martin's EVP & Chief Creative Officer Marek Reichman and his design team in partnership with naval architect Mulder Design and the Dutch company Quitessence Yachts.

“It was challenging but a joy to translate the language applied to the car design onto the sea,” Reichman said during an interview at the launch party held Wednesday at the Monaco Yacht Club.

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 necessary.

The exterior was designed following the same “golden ratio” rule that Reichman applies to car design. Self-admittedly “obsessed” with the proportion of all his cars, he wanted to employ this to the boat's design again as well as injecting drama into the vessel.

The exterior is defined by a fluidity of design. A single piece of sculpted glass is used for the wraparound windscreen and the double curvature is a new concept in boat design. The decks are



An exclusive image of the AM37 for Forbes (photo credit: Aston Martin)

That all sounds good. But one must give it a try to determine if it indeed lives up to its promise. As soon as the sun rose Thursday, I turned up at Port de Fontvieille, set at the foot of the Rock of Monaco. This small port, relatively unknown to the public, is home to exclusive yachts, including Prince Albert's own. Waiting for me was a striking cobalt blue AM37, with dramatic rock formations as a backdrop.



The AM docked in Port de Fontvieille before the first press ride for Forbes (photo credit: Juyoung Seo)

In the world of yacht design, where everything has been tried and done, it's challenging to create a design that stands out in the crowd. What sets the AM37 apart is the extreme seamlessness of its body — all the time not losing the sharpness of the defining outline. It looks as if the whole boat has been smoothly carved out of a marble block, yet the vessel has been constructed with more than 1,000 separate design elements. The sophistication is manifest through the combination of finish, styling and proportion, eliminating unnecessary fussiness.

This particular boat can go up to 90 km/hour but we stayed at 50 km/hour. At this speed, not many bumps were felt. No need to hold onto anything and the quiet engine made it possible to carry out

Aston Martin's First Speedboat AM37: Take an Exclusive Tour a conversation without raising my voice. With the thrilling velocity, ultimate luxury design and simplicity of layout, the Aston Martin team is right to call this an “ultimate day boat.”

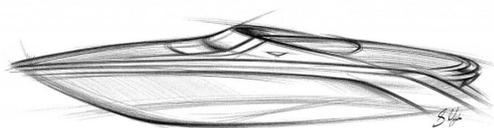
<http://www.forbes.com/sites/juyoungseo/2016/09/30/aston-ma...>



The beautiful Port of Fontvieille in Monte Carlo seen from the AM37 (photo credit: Juyoung Seo)

The electrically engineered cockpit cover can be stowed away at a touch of a button or can be synchronized with an Apple iWatch to control it remotely. The easy handling and maneuverability of the vessel was most obvious while bringing the boat back to the dock, probably the worst part of boating for many people. The boat's extreme smoothness prevented any sense of jerkiness approaching the dock, giving me an illusion that I could learn to operate the vessel there and then just by watching the captain navigate it seamlessly. The AM boat captain, Mark Goodwin, in fact, assured me that the boat is designed in such a consumer-conscious way that I could learn to maneuver it in an hour. Well, perhaps next time.

How does the ordering and customization process go? Staying true to the company's legacy and its effort to stay exclusive — after all, this is a manufacturer that produces only 4,000 cars per year in this age of mass production — it's planning to construct no more than 10 boats per year. The company confirmed that it sold its first boat even before launch to a customer who placed an order after seeing a sketch of the design. It will be delivered at the beginning of next year.



For those keen on entering the world of Aston Martin via the nautical experience, a bespoke service is available through “Q by Aston Martin” with a wide range of materials and colors, including details such as stitching.

The AM37 is available in two versions. The one with a top speed of 45 knots (52 mph) comes with either two 370 hp Mercury diesel engines or two 430 hp Mercury petrol engines. The AM37S, with an estimated top speed of 50 knots (68mph), has twin 520 hp Mercury petrol engines.

Construction can take up to 18 months if the buyer requires a high level of customization. If the final product doesn't differ much from the existing design, production time is about 32 weeks.



An exclusive image of the AM37 for Forbes (photo credit: Aston Martin)

The aesthetic virtue of the AM37 derives from its utter simplicity, with its luxury speaking solely through mathematical geometry, advanced technology and high-quality materials. But, after all, this is a bespoke boat. What if the customer wants to add over-the-top specs? Reichman says he wouldn't “dissuade” a customer from his or her own ideas but he and his design team would go through the design process with the client to help achieve customization while staying true to the original design philosophy.

Prices start from £1,260,720 (\$1,635,847) for the AM37 with 2x 430 HP. The AM37S Platinum starts from £1,621,489 (\$2,104,157).

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