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## Aston Martin Unveils New Personal Submarine Design

By Ariel R. Shapiro • May 3, 2018 5:15 p.m. ET



Aston Martin is getting into the submarine business. ILLUSTRATION: ASTON MARTIN AND TRITON SUBMARINES

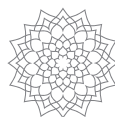


SHAMIN ABAS  
ULTRA-LUXURY BRAND MARKETING  
& BUSINESS DEVELOPMENT

Aston Martin, in collaboration with Triton Submarines, has unveiled the design for its first personal submarine.

Project Neptune, as the model is called, will be able hold three people and go more than 1,600 feet below the surface, according to Patrick Lahey, co-founder and president of Triton. The sub can operate between six and eight hours on a two-hour charge and reach speeds of more than five knots.

The vehicle, introduced Wednesday, is intended to be an accoutrement to a yacht, either to be stored onboard or on a companion vehicle. Lahey says that the personal submarine makes sense for a yacht owner, who is already passionate about the ocean. "You become an explorer," he tells *Penta* of the submarine experience.



Lahey estimates the base price of the sub will be between US\$4 million and US\$4.5 million, with customization options that could, but would not necessarily, drive the cost up. He says that a model or portion of a model is expected to be ready for viewing by the end of the year, but buyers can already start placing orders.

Triton's most popular model so far, the Triton 3300/3, starts at US\$3.85 million. It can also hold three people, but can reach depths of nearly 3,300 feet.

Aside from the Aston Martin branding and design, the key difference between Neptune and Triton 3300/3 is portability, according to Lahey. Neptune has half the weight of the 3300/3. The Neptune is also shorter, with a height of 6.2 feet, compared to the 3300/3's height of 8.5 feet.

While the technology is Triton, much of the design is Aston Martin. The interiors, bodywork, iridium coating and specially-designed lights are all courtesy of the British luxury car brand, according to John Ramsay, chief technical officer at Triton.

Piloting a submarine is actually easier than one may think, Lahey says. It has less equipment to deal with than a yacht, and the purchase of the vehicle comes with a training program. "It's really effortless," he says.

The interest from Aston Martin shows that the idea of a personal submarine is starting to gain ground, Lahey says. "We're going from being in the fringes to being in the mainstream."

