

Luxury Carmakers Partner With Developers To Create Towers With These Unimaginable Perks

TAGS:

car storage condos enterprise
 high-end luxury luxury
 real estate miami Miami
 Beach FL Miami FL

17 HOURS AGO



(Aston Martin Residences)

By Lia Picard
 Oct 5, 2021

Picture this: You drive your German sports car directly into the round glass elevator of a sleek high-rise, and it zips you to your 58th-floor home—all in under 60 seconds. When the car reaches your condo, you park it in your private in-unit garage, separated from your living space by a glass wall. On the other side is a view of the Atlantic Ocean.

While this may sound like something out of “The Jetsons,” it’s a reality for the residents of the Porsche Design Tower, a skyscraper in the Miami area branded with the luxury car company.

The 641-foot-tall, cylindrical building is one of several luxury condominium developments going up in Southern Florida in partnership with ultrahigh-end car companies such as Porsche, Bentley, and Aston Martin.

Luxury property developers are looking for points of differentiation from the other multimillion-dollar condo buildings with similar amenities. So they’re partnering with luxury car companies in the hopes it will give them an edge by helping attract the same sort of well-heeled clientele who collect these six-figure vehicles.

“The luxury automobile brands that are doing this are legacy brands that have a lot of brand equity and loyal customers that love what they stand for,” says branding and interior design expert **Karen Post**. “Consumers make a checklist in their head and if [the car connection] is another plus, it just moves them to the purchase point.”

The Miami area is prime for these connections, because it’s an international destination popular with many car collectors. (Mercedes-Benz is also building apartments in London, and a Tonino Lamborghini property is springing up in Dubai.)

“The luxury lifestyle itself attracts all these people that are interested in cars, and then the developers took the advantage of building towers,” says **Heloisa Azari**. She’s a real estate agent with AMG International Realty, who has a listing in the Porsche development.

Bonus: “You have very, very warm weather throughout the year. So people can use their convertibles,” she adds.

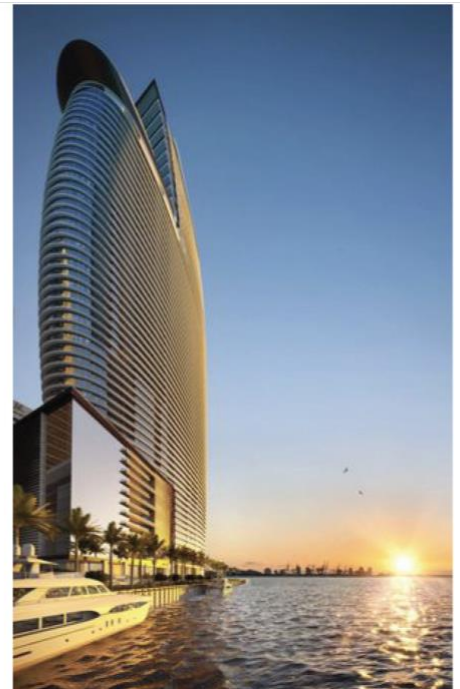
Porsche, Bentley, and Aston Martin get into real estate

Like the cars themselves, the condos in these buildings don’t come cheap. Buyers who shell out \$5 million to live in the Porsche Design Tower, in Sunny Isles Beach, FL, get a three-bedroom, 4.5-bathroom, 3,171-square-foot, ocean-front unit with a plunge pool on their balcony and an in-unit parking space. (Renting is also an option.) It was designed by **Sieger Suarez** and completed in 2017.

Buyers can customize their finishes, flooring and window treatments, says agent **Arazi**. Some units have marble flooring while others have Italian porcelain tile. The building has luxe amenities, too, including a fitness center within sight of the ocean, a lobby-level restaurant, and an oceanfront swimming pool (not to mention 200-feet of beach right outside).

Watch: This Insanely Expensive \$169M Penthouse in NYC Rises Above the Rest

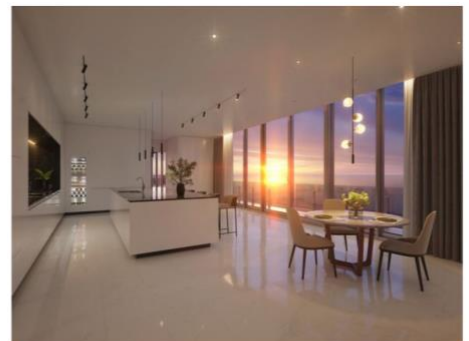
Just a few blocks from the Porsche Design Tower will be the site of another luxury car/condo development, the Bentley Residences. Also designed by Suarez, it is slated to break ground in 2023 and be completed three years later. When finished, it will be Sunny Isles’ tallest building, at 749 feet. It also features a car elevator. Each of the more than 200 luxury units will have an in-unit, multicar garage.



Not too far away in downtown Miami, just across the river from the busy Brickell neighborhood, is the site of the forthcoming Aston Martin building. Construction should be complete by the end of 2022 with 75% of the units already sold. When finished, it will stand 818 feet tall and have 66 floors. The 391 units, which include seven penthouses and one triplex penthouse, will have views of the Miami River, skyline, or Biscayne Bay.

Units run from more than \$1.6 million up to \$50 million for the triplex penthouse. This building doesn’t have a car elevator; but buyers who spring for the triplex penthouse get a nice perk: an Aston Martin Vulcan. There are only 24 of the carbon-fiber race cars in existence, and they usually sell for around \$2.5 million.

Below the penthouse, there are 38 signature condos that include the choice of the DB11, a sports car that retails for about \$255,000, or a DBX, an SUV that sells for around \$200,000.



Inside one of the Aston Martin penthouses in Miami (Aston Martin Residences)

If Aston Martin evokes images of James Bond, then the developers’ hope is that the building does, too. In fact, it is almost something out of one of the spy flicks (although perhaps as a Bond villain’s lair). The building has a unique sail-shaped form and sits at the cusp of the Miami River where it meets Biscayne Bay. There’s even a superyacht marina at the residences thanks to its location on the water.

“It’s one of the only residential marinas in the downtown area that can accommodate dock it and moorage of yachts over 300 feet,” says **German Coto**, CEO of G and G, the condo’s developer.

With no bridges to the ocean, the full-service marina is just minutes from the open Atlantic: an easy sail from the Florida Keys, with Key Biscayne, Fisher Island, Miami Beach, and Ba Harbor all nearby.

Other amenities found at the property include art galleries on the 52nd and 55th floors. The will be an infinity pool overlooking the bay as well as pool cabanas. The 54th floor is where you’ll find the fitness center, virtual golf experience, and not one but two movie theaters. Residents of the building will also have access to a butler service.

Want to go for a private yacht sailing experience? The butler can help you do that, Coto sa