

# Porsche's ₹86.9 crore superyacht is what billionaire dreams are made of | GQ India

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It doesn't take a lot of time for something or someone to go viral on the internet. Whether it's the kid with the cool sneakers or a popstar hosting a live stream on a video platform— the ways that trends work their way into our social feeds are endless.

And, it's about to happen to now, with a little help from Atul Kasbekar, acclaimed fashion photographer, Bollywood producer, entrepreneur and our man for the job.

**Watch Atul Kasbekar interact with his new muse, the Volvo S90**

**The Master – Atul Kasbekar on a hunt**

Being the creative genius that he is, Atul Kasbekar has always had an eye for rare but memorable beauty in his life. Take his career in fashion photography, for example. It has never been short of beautiful people, magnificent locations or illustrious photos that he captures with his craft's instrument. A master like Kasbekar is always on the hunt for a new muse every

time... and Volvo seemed to have extensively helped him with it.

## **The Muse – the Swedish beauty, Volvo S90**

It's the digital age that's serving its purpose on levels that we couldn't comprehend 20 years ago! And, this time around, this Swedish model is about to go viral. We're talking about Volvo S90, the super-sleek sedan that has the stamp of approval from Kasbekar himself. After all, only a great can appreciate another great.

The new S90 has underpinnings of the XC90 and is built on Volvo's SPA platform. It also makes use of a diagonal front-drive design and rear suspension. The real kicker about this model is that this is the longest sedan in the line-up by measuring at 4963 mm. Talk about taking it to the next level.

A smooth and earthy combination of brown, beige and wood is what makes up for the interiors of the new S90. You can experience the premium Nappa upholstered seats with an adjustability feature, a sound system by Bowers & Wilkins, climate control and so many more features.

Luxury car powerhouse Volvo prioritises safety the most. Which is why, the S90 is installed with City Safety package giving you the pleasure of driving down the streets without any fear. Eco, Comfort and Sport make up for the three driving modes of the sedan so you can experience driving the sedan on different levels.

Now if this isn't viral-worthy, we don't know what is. To know more about the S90, [click here](#).