MASERATI

EXCELLENCE THROUGH PASSION

A STORY THAT WILL OVERCOME TIME.

MASERATI.
EXCELLENCE
THROUGH
PASSION.

TO ACHIEVE **EXCELLENCE**,

THERE IS ONLY ONE WAY TO GO: OUTDO YOURSELF.

MASERATI'S **PASSION** COMES FROM DEDICATION AND STRIVING

FOR **PERFECTION** IN EACH AND EVERY DETAIL.

THIS PASSION IS CAPABLE OF BLENDING **CRAFTSMANSHIP**

AND A LOVE FOR DESIGN, WITH A DASH OF COMPETITION

AND A TASTE FOR A **CHALLENGE** THROWN IN.

ALL IN THE NAME OF A RACE TOWARDS TRUE EXCELLENCE

THAT KNOWS **NO LIMITS**.

A STORY THAT WILL OVERCOME TIME.

Maserati has travelled a long way since
1 December 1914, often coming first,
not only in races all over the world
but also in establishing a style surpassing
all fashions, opening the way to a uniquely
Italian way of building cars, a combination
of creative excellence, performance and class.
A philosophy that led to the birth of cars
like the GranTurismo and the Quattroporte
(not to mention the Ghibli, the Mistral
or the Bora), immediately applauded
as the pinnacle of the Italian
and international automotive industry.
Proving that with passion,
no goal is out of reach.



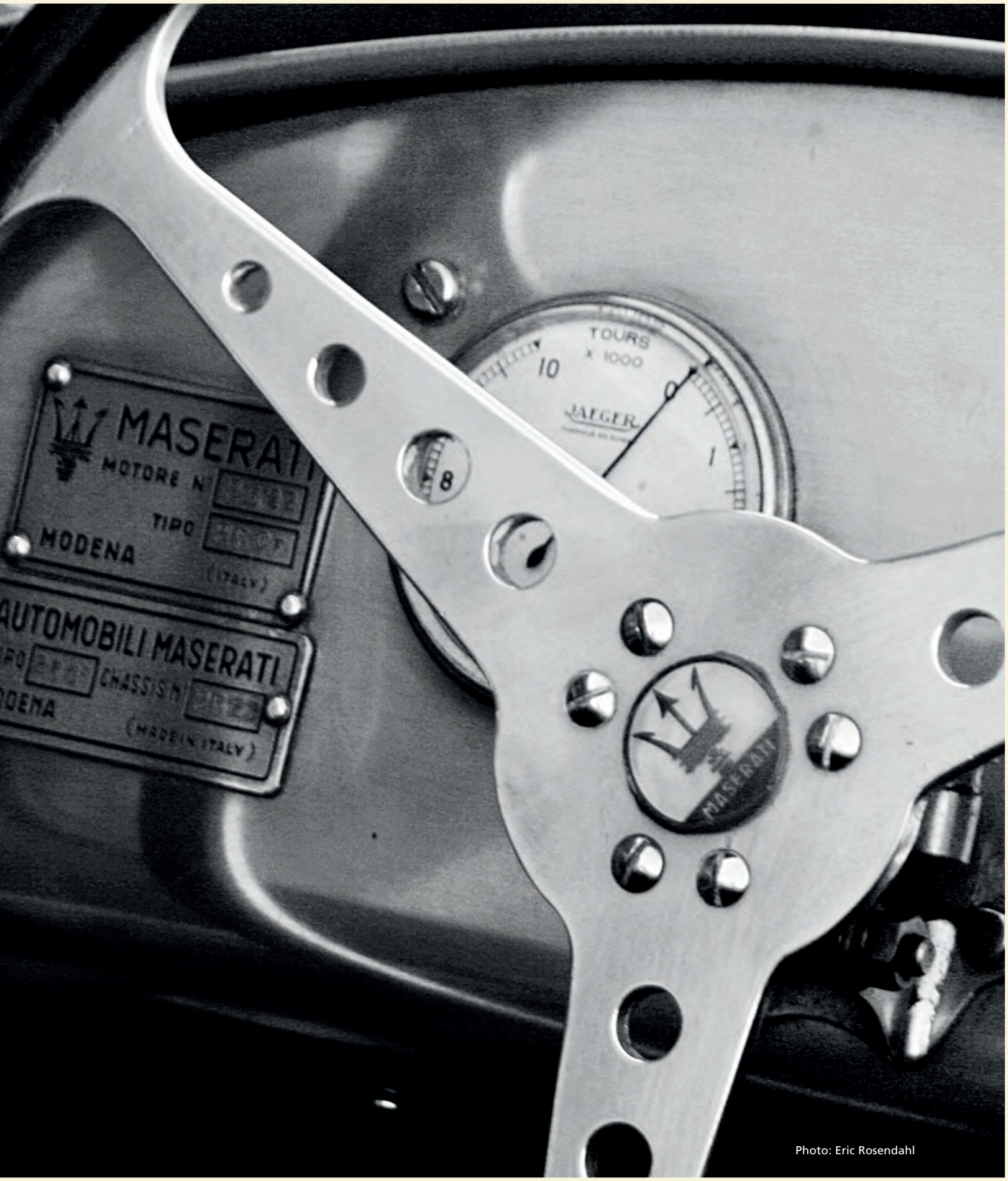
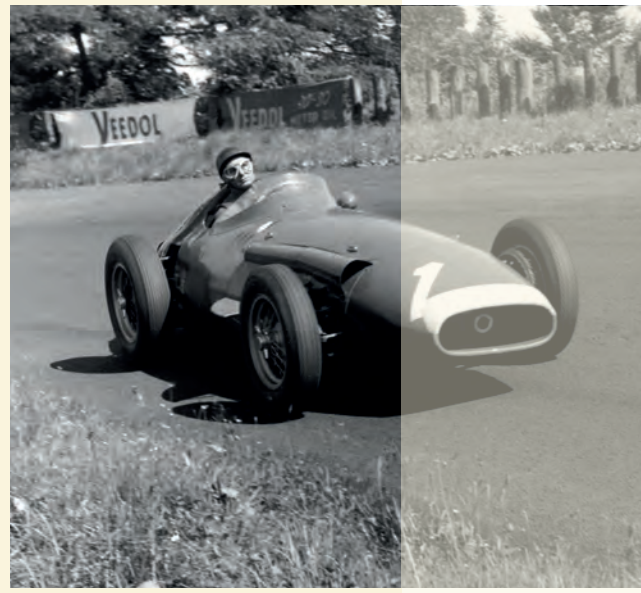
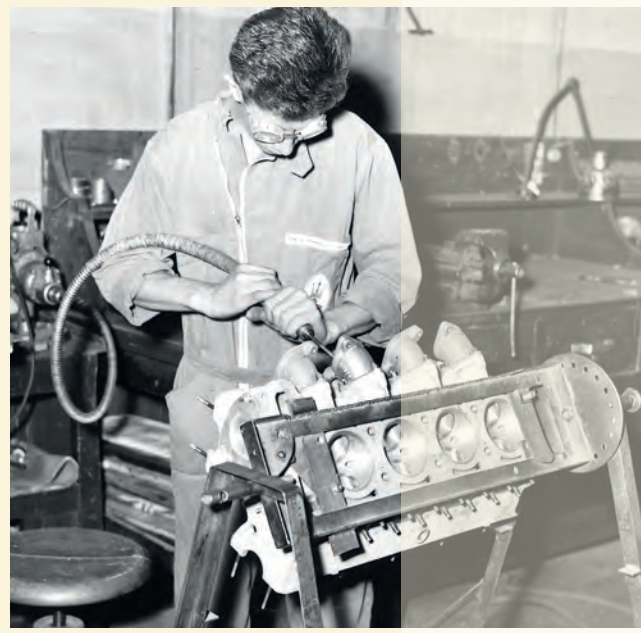


Photo: Eric Rosendahl










AUTO
BOSE


SRC
AIRBAG



CRAFTSMANSHIP, TAILORING AND EXCELLENCE ARE FACTS. HANDMADE FACTS.

By definition, a Maserati is a car tailor-made for its owner, expressing his personality to the full: from the choice of colours to the handling, not to mention every detail of the interiors. What's more, every tiniest feature reflects the care with which the car has been forged, stitched and inlaid with the most precious materials in the Maserati workshops. The exquisite quality of the materials and workmanship are immediately obvious to the touch, thanks also to the consolidated association with Poltrona Frau® and the leading craftsmen of the Vicenza tanning district.

For an absolute work of art.

Tailored to perfection.





COMFORT. PERFORMANCE IN THE ABSOLUTE.

Every detail is designed with the greatest care to deliver top performance in terms of comfort, ergonomics and safety.
In every Maserati, all the construction features and high-tech solutions function in perfect harmony, complementing each other to deliver a unique driving experience. The mix of stylistic beauty and leading-edge engineering bring the sporty thrill of driving a Maserati to the limit of perfection.
Whether you are travelling alone, with a partner or with three other people.






Maserati
MO 145 SP
MO







ROADS ALL LEADING IN ONE DIRECTION. PERFECTION.

Its constant striving for excellence leads Maserati always to look onward and upward, towards the achievement of the perfect design that will stand above fleeting fashions and become part of the world of supreme style. This is why Maserati has always given the best designers the opportunity of putting their names to the most beautiful cars of the last 60 years.

LIMITS ARE THERE TO BE SURPASSED. BY OUR PERFORMANCE.

Words cannot express the thrill of a Maserati engine: its deep tones at low rpm and its massive roar at higher speeds express both power and discretion, and a capacity to respond to the driver's commands that transforms the pleasure of driving into a higher category of joy. Constantly improved and optimised, this high-tech gem strikes the perfect balance between comfort of ride and sports-car performance.






vitaphone
2
MASERATI
galp energia
vodafone
mds
worten
TRANQUILIDADE
KESSEL
MICHELIN
Kelly
Unibanco



THE COMPETITIVE SPIRIT. OUR DISTINGUISHING MARK.

Maserati has racing in its genes:
from the world speed record of 246.029 km
an hour set by Borzacchini in 1929
to Ernesto Maserati's first Grand Prix racing
wins, through to Juan Manuel Fangio's
Formula 1 triumphs in the '50s,
and recently the 14 Maserati FIA GT titles,
with 23 victories, and the 3 absolute
winner crowns in the Spa 24 Hours
(2005, 2006 and 2008).
But Maserati's keynote sporting excellence,
love of a challenge and determination
to break its own records are not just
ends in themselves. Because every record
shattered, every new engineering solution
proven by the stopwatch on the circuit,
becomes part of the standard heritage
of every Maserati car.


PIRELLI


MASERATI
PIRELLI


MO 145 SP



MASERATI

EXCELLENCE THROUGH PASSION

A STORY THAT WILL OVERCOME TIME.

MASERATI

MASERATI.
THE FUTURE
TAKES SHAPE
AND SUBSTANCE.

WITH THE BIRTH OF EVERY **NEW** MASERATI CAR,

MASERATI ITSELF IS REBORN.

BECAUSE EVERY MODEL CARRIES WITHIN ITSELF ALL THE

MARQUE'S HISTORY, COMBINED WITH ITS **INNOVATIVE** CHARGE

LIKE THE ***KUBANG***, A CONCEPT CAR THAT SUPERSEDES

THE PAST WHILE KEEPING FAITH WITH IT, MARKING

THE WAY TO A FUTURE OF TECHNOLOGICAL **EXCELLENCE**

THAT CARES FOR THE **ENVIRONMENT**,

CHARACTERISED BY UNMISTAKABLE **DESIGN** FEATURES.

LIKE THE **TRIDENT** BADGE IN THE CENTRE OF ITS RADIATOR GRILLE.





LUXURY IS ITS FAVOURITE SPORT.

The mood that the *Kubang* offers, thanks to its brand new interior, is unmistakable. In pure Maserati style. It is an idea of comfort based on excellence and unique sensations, blending existing themes with new, surprising solutions in terms of materials and attention to detail. Perfection is enhanced with the introduction of aniline leather, platinum effect metals and a special cracklè finish. These materials combine to create an environment that echoes colours and scents found in nature. A variety of chrome finishes and tactile sensations give life to a harmony of symmetries and contrasts. New details for a new direction while respecting traditional Maserati excellence. Ideal for urban and open-road driving, both alone and in company, all backed up by top drawer performance. The car taps into all the senses.





A NEW GENERATION OF MASERATI ENGINES.







EXTRAORDINARILY MASERATI IN EVERY DETAIL.






东方明珠
ORIENTAL PEARL TV TOWER
金茂大厦
JINMAO BUILDING
施工区域
延安东路隧道
Yan'an Rd (E) Tunnel
银城中路
Yincheng Rd (C
陆家嘴环路
Lujiazui Ring Rd
30



MASERATI

EXCELLENCE THROUGH PASSION