

BENVENUTO IN FAMIGLIA

WE'RE A DIVERSE FAMILY. WE HAIL FROM MANY BACKGROUNDS. AND WE HAVE A MULTITUDE OF VOCATIONS AND BELIEFS. BUT WE ARE UNITED BY ONE PASSION. IT'S TIME FOR YOU TO MEET SOME OF OUR MASERATI FAMILY MEMBERS.





ERMANN0 COZZA

»Back then you had to choose sides: either you were Ferrarista or you were Maseratista.«



It is largely thanks to a man known as “The Memory of Maserati” that our family heritage is so well preserved.

Ermanno Cozza first stepped into the Modena plant on September 28th 1951, aged eighteen. A “Maseratista” since birth, he knew before even passing through the gates that it would become like home to him: his love of Maseratis had already begun back when he and his school friends climbed the walls of the neighbouring racetrack, in order to catch glimpses of Trident cars flying by.



»Anyone who went around on their own was considered a hermit.«

Once having commenced work, the sense of home grew and grew. Cozza remembers how the older employees would continually stress the importance of a bond with the workshop, of loyalty and familial attachment. Qualities rarely found in other factories. "Famiglia" was emphasised to such a degree that "anyone who went around on their own was considered a hermit."

More than sixty years later, although now officially retired, Cozza still makes daily visits to the factory on Viale Ciro Menotti. He is now the Special Adviser in charge of archives and heritage. Our recently completed Maserati Classiche program would not have been possible without the

accuracy of his knowledge- and the breadth of it: Cozza has a uniquely polyvalent experience of our family. His long, winding career has taken him from car fitting to the department of experimentation, and from running racing teams to running sales, after-sales and events teams.

His knowledge is encyclopaedic. For example, he can tell you how it was fortunate weather which enabled the 250F to garner its first Formula 1 victory at Buenos Aires in 1954: the air temperature was overly hot for the castor oil used in the 250F's engine, and only a passing thunderstorm allowed it to cool sufficiently for the legendary Fangio to put his foot down.





»Tipo 60 birdcage:
200 pieces of
10 mm tubing
welded together.
Fantastic idea.«

He can tell you how Adolfo Orsi once arranged for a huge cart of hay to be left outside Ferrari's headquarters, after Enzo Ferrari had been boasting about the horsepower his latest V12 produced. He can also tell you how, over the years, the fanatical competition between Ferrari and Maserati eventually became a fanatical bond.

There's also an abundance of Maserati history in which Cozza played a direct role. For example, while working in the department of experimentation, he advised that the chassis tubing of Alfieri's Tipo 60 Birdcage should be made from simple iron, instead of lighter,

stiffer molybdenum steel. He was famously proven right when, at the end of the first practice session, the overly stiff steel tubing of the prototype disintegrated.

Yet despite wielding such influence, and rubbing shoulders with luminaries such as the Aga Khan and Peter Ustinov, the "Memory of Maserati" has always remained remarkably down to earth. By avoiding the pitfalls of officialdom and pretention, Cozza has preserved a youthful, unbridled enthusiasm. An enthusiasm which helps us feel as much passion for our racing past as we feel for our racing present.



ANDREA BERTOLINI



»Benuzzi wanted me to develop a sixth sense.«

Sometimes you have to break a couple of rules in order to break into your dream career. So it was with Andrea Bertolini. Aged 17, he took the chance to drive five test laps of Ferrari's Fiorano circuit behind the wheel of a 355 Challenge. Without a driving license. The risk paid off: Dario Benuzzi, Ferrari's head tester, noticed the young race pilot and began teaching him the craft. This involved working all hours with the mechanics on the factory floor, in order to understand how the cars were built, in the tiniest detail, from the floor up. "Benuzzi wanted me

to develop a sixth sense," explains Bertolini, "so I'd be able to adapt my driving style to every single type of problem that arose while on the track."

It was a skill that would help him become a professional driver and reach the pinnacle of endurance racing: Bertolini was four-times champion of the FIA GT1 from 2006, driving a Maserati MC12, the car he helped develop and one he considers to be in the top three of endurance racing history. Of his multiple victories, he is characteristically modest:



»For me, my second family is Maserati.«

“Winning GT1 four times will always be a great memory. But behind this success were special guys in every sector.” Indeed, it was the close-knit team of engineers, drivers and support staff that he describes as having become a “second family” to him.

When he’s not driving a GTMC Stradale around Autodromo di Modena, Bertolini has the dream job of driving for both Ferrari and Maserati, on circuits all over the world, with prestigious teams such as AF Corse and SMP, and in the world’s foremost championships. His history-making MC12 has no doubt earned the right to a place alongside the other great machines in the Panini Museum.





MATTEO PANINI



»Modena was the capital of racing in the 50s and 60s. One city. One track. Two car companies. Incredible.«

When Umberto Panini, Matteo's father, rescued the Maserati collection in 1997 and housed it in a space next to his country home, he wasn't just building a museum. He was creating a dining room for Maserati family members, as well as documenting the unexpected link between Modena's agricultural roots and its present-day engineering.

The Panini Museum, which Matteo now looks after, was designed by his father in such a way that large groups of people could dine at tables surrounded by the historic cars – for instance, renowned local chef Massimo Bottura and his entire staff, and all the past mechanics

of the Maserati family who augmented the museum's memories with their own. Panini recalls that "the mechanics remembered when Modena was the capital of racing in the 50s and 60s. One city. One track. Two car companies. Incredible."

Matteo continues to organise these uniquely eccentric events, both for close friends and for all 120 members of the Panini family. Every year the entire clan gathers in this "home of Maserati homes" to celebrate Christmas. "The spirit of my father still continues," exclaims Matteo with great affection. "We still do the same things we did in the past."



»The spirit of my father still continues – we still do the same things we did in the past.«

Matteo also organises and runs the neighbouring organic Parmesan business “Hombre” together with his brothers and wife Alessandra, who is a passionate collector of vintage espresso machines. If you ask him whether there’s a connection between Hombre and the museum, he’ll smile broadly and nod his head. Because there is a connection. A fundamental one.

Not so long ago, the Modenese people used only horses and manpower to produce their food; then steam power and internal combustion arrived, and with it, tractors. A working 1934 “Landini” example can be seen in the museum. According to Matteo, tractors were key.





»I'm always proud to tell people there are two things that can only come from here.«

They didn't just contribute to food production. They initiated the traditions of mechanical artisanship in the region, which over the years enabled these rudimentary vehicles to be sculpted into the beautiful Modenese automobiles in the Panini Museum and on our roads today.

So the Panini Museum isn't just preserving a wonderful record of Maserati's past cars. It's also preserving a record of the connection between the Modenese countryside, its food and the car you now drive.

There are other connections too: Parmigiano Reggiano may only be produced from the milk of cows that graze on the grass surrounding Modena- in the same way that Maseratis can only be produced by people with the skills to build them: Modenans. Furthermore, the fine cheese may only be taste-tested in the first year of maturation, by listening to the sound produced when the rind is tapped with a special hammer. "You can tell a great cheese by listening to it, in the same way you can tell a great car," says Matteo.



»You can tell a great cheese by listening to it, in the same way you can tell a great car«



These poetic “car and cheese” parallels are symbolic of the interconnectedness the Emilia-Romagna region achieves as a whole; a togetherness based on deep familial relationships – relationships which Panini passionately believes are key to Modena’s enduring success.

So, should someone ever ask you why large circular blocks of Parmigiano Reggiano are known as “Wheels,” you can smile broadly and say “Well, it’s not just because they’re round.”



MASSIMO BOTTURA



It is perhaps surprising that one of the world's leading chefs sources his ingredients in person from his local food market. But Massimo Bottura, founder of the 3 Michelin star Osteria Francescana, maintains that it is only by getting to know your food suppliers that you get the best food.



»To make the best food, you have to get out of the kitchen.«

Another frequent visitor to the market is Massimo's wife, Lara. Her style of shopping is more spontaneous; she buys whatever inspires her on the day and cooks plenty, in case her daughter Alexa brings friends home for lunch.

Prior to meeting Massimo, Lara had been a vegetarian for years. But within two weeks of moving to Modena she began to question whether she could ever truly understand Massimo, the food, the history and the soul of the Emilia-Romagna region, without tasting Tortellini, Culatello or Ragu.







It's not just the local market that Bottura visits. He travels frequently throughout the region, developing close friendships with a wide variety of food producers – from the eel fisherman of the Po river to Alberto Levi, the sour cherry farmer and Matteo Panini, producer of organic Parmigiano Reggiano. The Maserati he drives forms an ongoing part of his family's history: he remembers how, in 1972, he and his brothers would fight like crazy over who got the first ride in his father's bright red Maserati Merak.

BOTTURA LOVES TO LISTEN TO MUSIC WHILE DRIVING ON SUCH TRIPS: BILLIE HOLIDAY, LOU REED, THELONIOUS MONK, BOB DYLAN, FORGOTTEN BLUES ALBUMS, AND EVEN HIS DAUGHTER'S FAVOURITE BANDS.





»Obsession is something that helps you arrive at perfection.«



Music is ever present in Bottura's life, both on the go and at home, where he plays a vast number of vinyl records on his vintage Transcriptor turntable.

His favourite tracks are "Like a Rolling Stone" by Bob Dylan and "Walk on the Wild Side" by The Velvet Underground. The lead singer of The Velvet Underground, Lou Reed, once dined at Osteria Franciscana, and while he and Bottura conversed late into the night, they discovered they

had a characteristic in common: obsession. The former was as passionately obsessed with sound production as the latter was with flavour production.

For Bottura, such obsessions are essential. They help us achieve perfection. And it is the uniquely obsessive nature of the Modenese people, with everything from advanced engineering to high art, that helps them produce such wonderful "fast cars" and "slow food."

»How can you forget
about a drop of 50 year
old Balsamic vinegar.
It's magic!«





One of Bottura's most cherished slow food ingredients, which he describes as "like the blood in my veins" is Aceto Balsamico di Modena. He hand produces his own Villa Manodori collection, a treasure handed down to him by his grandmother and one which includes an Aceto Balsamico Tradizionale Extra Vecchio. It takes 25 years of ageing and highly skilled mixing to create this prized "black gold."

Neither is it simply a question of time and skill. One hundred kilograms of grapes are required to produce just 1.5 litres of the final product. However, these immense investments are richly rewarded: the quality and intensity is so great that even a tiny amount can transform a good dish into something truly special. As Bottura puts it: "How can you forget about a drop of 50 year old Balsamic vinegar. It's magic!"





»Food is not just about the quality of the ingredients, but also the quality of the ideas.«

In the kitchen at Osteria Francescana, Aceto Balsamico joins an extended family of Italian ingredients, both from the Emilia-Romagna region and beyond. But Bottura stresses that “food is not just about the quality of the ingredients, but also the quality of the ideas.” As the Italian artist Carlo Benvenuto explains, Massimo’s approach aligns closely with the principals expressed by Italian art critic Achille Bonito Oliva in his book ‘The Nutrients of Art’. “He produces not just new tastes, but new knowledge. He develops, surprises, stumbles, experiments and researches – with the same laboratory principals as contemporary art.”



»Beautiful Sonic Disco of Love and Hate at the Gates of Hell, painted with Quick Pools of Glorious Colour, and Psychedelic Cotechino – not flame grilled.«



This exploratory, pioneering method is evident in Bottura's latest dish, aptly titled: "Beautiful Sonic Disco of Love and Hate at the Gates of Hell, painted with Quick Pools of Glorious Colour, and Psychedelic Cotechino – not flame grilled."

The dish is a perfect storm of Modenese tradition, Damien Hirst and local ingredients, including Aceto Balsamico di Modena.

Of course, the artisan vinegar isn't just close to Bottura's heart from a gastronomic perspective. It also has meaning by virtue of the social and familial traditions associated with it. Traditions which stretch back all the way to 11th century Emilia-Romagna.

»You're enjoying the thrilling experience of a fast Modenese car. I also want you to enjoy the thrilling experience of slow Modenese food.«

Then as now, families gifted Aceto Balsamico to esteemed friends and to mark significant occasions in life such as christenings and weddings.

We at Maserati would like to continue this thousand year old tradition, by giving you a shared ownership in a barrel. Your Balsamico has just begun its voyage of maturation in the cellars of our artisan friends at Malpighi.

We've included a label for you to place on the bottle that will eventually contain it. You're welcome to come to Modena to collect your gift after three years, by contacting us at welcome@maserati.com

By taking part in this ancient, beautiful custom from our region, you will have truly become part of our family.



