

*Benvvenuto in famiglia*

# THIS WE PROMISE

We will never be like anyone else. We will never be like anything else. We will always remain a family of maverick craftsmen. A family that seeks out the extraordinary and does battle with the everyday. Every day. Our history has made us thus. It is a highly emotional one – as much about characters as it is about cars: Maseratis change people. People change Maserati.

Our history has also forged deep contrasts within our soul: we are as passionate about tradition as we are about innovation. We are vocal yet understated, warm yet aloof, spontaneous yet analytical.

We have experienced the highs as well as the lows. We have one foot in our past and two in our future. We are rebels in deep conservative blue.

Some of the history that has shaped our family is recorded on the pages that follow. We are delighted you have decided to join us and become part of it.

# 1900s

## ORIGINS OF THE MASERATI FAMILY

### OUR FOREFATHER'S PASSION FOR SPEED

The earliest stirrings of our company come about in a world of steam and in the mind of one man, Rodolfo Maserati. Rodolfo lives with his wife Carolina Losi and their seven sons in Voghera, a town in the province of Pavia in Northern Italy. He is a humble railroad worker, but he is also a visionary – a man of the future. His infectious passion for speed, elegance and precision engineering is passed on to all his sons, from the firstborn Carlo to the youngest, Ettore.

### CARLO MASERATI – INNOVATOR EXTRAORDINAIRE

Carlo Maserati wins the 'Brescia-Cremona-Mantova-Verona-Brescia' rally at the tender age of seventeen, on a bicycle fitted with a single-cylinder engine of his own design. The young prodigy goes on to become a test driver for Fiat and a racer for Isotta Fraschini and Bianchi, while along the way designing a single-cylinder car and an innovative airplane engine. Tragically, Carlo loses his life due to a lung infection when he is just 29 years old. His brothers are devastated, but despite the enormity of the setback, Carlo's example galvanizes them to pursue their dreams.

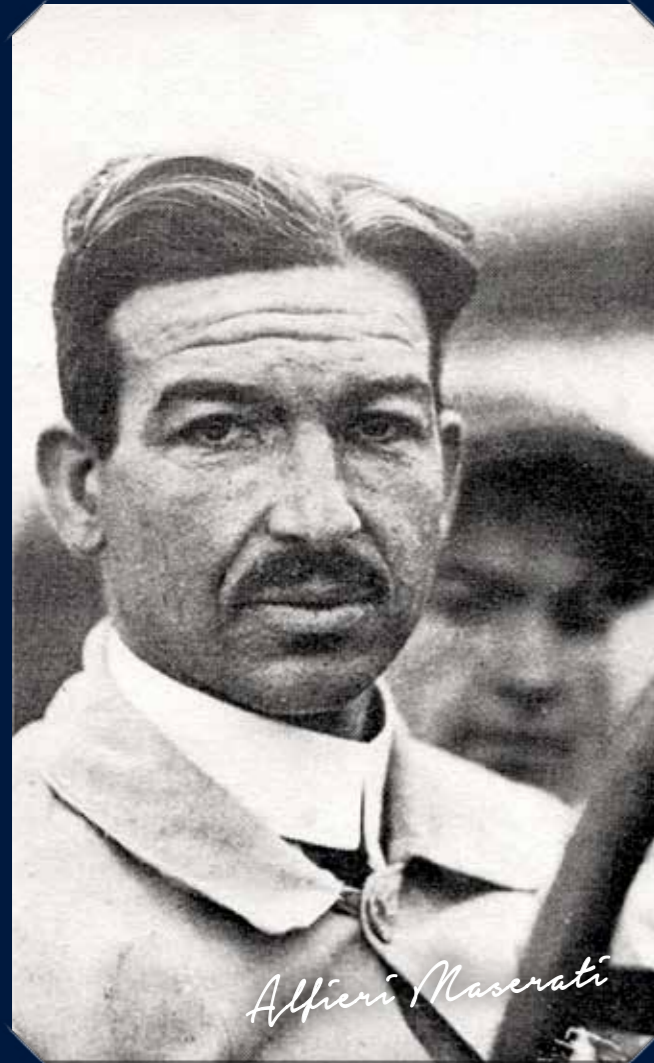


Bianchi Tipo C 20-30 HP, raced by Carlo Maserati.  
Designer: Giuseppe Merosi.



# 1910s

## INGENUITY, WAR AND ENTREPRENEURSHIP



### THE ENTERPRISING ENGINEER: ALFIERI MASERATI

The company has arrived! Società Anonima Officine Alfieri Maserati is opened by Alfieri on December 1st, 1914, at Via de' Pepoli 1 in Bologna. All the work in this little workshop and garage is carried out by Alfieri and his brothers Ettore and Ernesto. None has an engineering degree – they are just equipped with passion, curiosity and incredible ambition. When war breaks out five months later, 17-year-old Ernesto stays in Bologna to run the workshop, while Alfieri and Ettore are drafted to the front. Alfieri's technical prowess is much in demand for the engine design of Italy's aircraft. His concept for mica-insulated spark plugs proves so effective that it is implemented in all the SVA planes, and helps enable the poet Gabriele D'Annunzio to complete his propaganda flight over Vienna.

### FROM CONFLICT TO COMMUNE

When the war ends, Alfieri has the ingenuity to combine a workshop, a warehouse and living quarters for his whole family in what was previously a bottle factory. The Maserati tradition of business being family and family being business has begun.



# 1920s

## A THOUSAND-MILE JOURNEY STARTS WITH THE FIRST STEP

### TIPO 26. WHY THE TWENTIES ARE CALLED ROARING.

Alfieri returns to racing in 1920, achieving notable successes – first with an Isotta Fraschini chassis and modified Hispano-Suiza engine, and from 1922 in collaboration with the Diatto company. In 1926 the brothers use the Diatto 30 Sport chassis as the basis for their first original creation, the Tipo 26. As well as being one of the world's first pin-up poster sports cars, this glorious machine wins the 1926 'Chilometro Lanciato' race, with Alfieri's youngest brother Ernesto behind the wheel. The decade closes to the thunderous sound of a 16-cylinder Maserati V4 setting a new 10-kilometer world land speed record at the Cremona Circuit.

### AN EMBLEM IS BORN

With the company ascending from its humble origins, a logo that befits its aspirations is required. Inspired by the statue of Neptune in Bologna's Piazza Maggiore, Mario, the most artistically gifted of the brothers, creates the classic Trident motif. The Tipo 26 is the first Maserati to be adorned with the iconic logo.



Tipo 26. The first true Maserati.  
Designer: Alfieri Maserati.



# 1930s

## GRIEF AND GLORY

### THE POWER OF FAMILY

Tragedy strikes for a second time when Alfieri passes away in 1932, aged just 44. Maserati's founder has been undergoing surgery in an attempt to save his only remaining kidney, after his first was lost in a previous racing accident. Bologna is swept up in a tide of grief as everyone involved in motorsport pays tribute to the humble genius and visionary. Despite the bleak economic times and their tragic loss, the brothers find unfaltering strength in the depth of their familial bond. Bindo Maserati leaves Isotta Fraschini to join Ettore and Ernesto in Bologna, and the company continues to build racing cars. In 1933 the Maserati 8CM wins both the Belgian and Nice Grands Prix, as well as the Ciano Cup and Tourist Trophy. Although sales of the 8CM are strong, competition from German rivals is becoming fierce. Realizing that a change of direction is necessary, the brothers sell their company in 1937 to the brilliant Italian entrepreneur Adolfo Orsi, but maintain engineering and managerial roles within it.

### 8CTF

In addition to bringing his business skills to the company, Orsi is responsible for the bi-supercharged, 8-cylinder 8CTF. Not only does the car triumph in the 1939 Indy 500, but this remarkable feat is repeated the year after. Until then, no Italian manufacturer had won the prestigious American race. As well as being the first to do so, Maserati is also the only non-American manufacturer to win consecutive titles.



The Indy 500-conquering 8CTF.  
Designer: Ernesto Maserati.



# 1940s

## A NEW FACTORY FOR A NEW ERA

### FROM BOLOGNA TO MODENA

In the autumn of 1939, as the new president of Maserati, Adolfo Orsi decides to move the entire Trident operation from its city of birth to a production site in Modena, where its headquarters are still located today. Orsi foresees wartime production as an opportunity for the company to grow, and the new Trident factory is strategically placed next to his family's steel plant Fonderie Riunite.

### THE BROTHERS' LAST CAR: THE TRIDENT'S FIRST GRANTURISMO

Even while concentrating on wartime production, Orsi and the brothers' love of automobiles is such that they continue to work on new designs. And so it is that the 6-cylinder A6, the last car that Ettore, Ernesto and Bindo are involved with, is conceived in 1946. Unveiled to the world at the Geneva Motor Show in 1947, the Pininfarina-styled A6 goes on to win the Grand Prix d'Elegance in Monte Carlo. As well as being Maserati's first production car, the A6 also marks the point at which the company begins its love affair with the GranTurismo line, which they will continue to perfect year after year for the decades to come. Powerful, yet elegant and spacious, this front-engined, rear-wheel-drive grand touring class is designed to convey four people over longer distances – with breathtaking style and effortless speed.

### IT'S WHAT YOU LEAVE BEHIND THAT COUNTS

In 1947, after ten years alongside the Orsi family, Ettore, Ernesto and Bindo decide to return to Bologna, and bid farewell to the company they founded. They part with the same affection and mutual respect that has defined their collaboration throughout the years.



Maserati A6: the first Pininfarina-styled GranTurismo.



# 1950s

## THE MASERATI MIRACLE

### A DECADE OF PODIUM SUCCESS

The start of this decade sees Orsi struggling with local politics, pressure from unions and family disagreements. In 1953, the disagreements result in the fragmentation of the Orsi Group. Adolfo keeps the Officine Alfieri Maserati. He and his son Omar invest in motorsport and initiate a golden era of racing glory.

### FANGIO'S 1957 NÜRBURGRING COUP

In one of the Nürburgring circuit's most memorable races, Juan Manuel Fangio is on the verge of winning his fifth world championship in a Maserati 250F when, due to a pit-stop error, he loses over 50 seconds. Unflustered, Fangio outwits his Ferrari adversaries by holding back for three laps, then breaking the lap time record nine times – and eventually winning the 1957 World Championship by three seconds.

### MARIA TERESA DE FILIPPIS

In 1958, driving the same 250F as world champion Juan Manuel Fangio, Maria Teresa de Filippis becomes the first woman to compete in Formula One, finishing 10th in the Belgian Grand Prix. Hers is a story not just about racing against the best, but about battling against convention: despite having to teach herself how to drive competitively and being a source of amusement for male drivers, de Filippis' talent and willpower is sufficient to secure her a position as a works driver for Maserati – and make history.



*I've been inspired by many people in my life. But only one type of car, the feeling of driving a Maserati, has been one of the most constant sources of pleasure in my life. I'm lucky enough to have spent the best part of my life racing and driving what I believe to be the finest cars ever created. So take it from someone who knows - the greatest kilometers are all ahead of you.*

*Maria Teresa de Filippis*



The legendary 250F.  
Designers: Gioacchino Colombo, Valerio Colotti.





# 1960s

## ICONS OF LA DOLCE VITA

### SWINGING TO THE SOUND OF THE TRIDENT

Many of Maserati's designs during this period become famous – and are bought by the famous. The 3500 GT counts Tony Curtis and Dean Martin among its owners, while the successor of the 3500 GT is the car of choice of the young Modenese tenor Luciano Pavarotti. Later in the decade, Peter Sellers and Sammy Davis Jr. are two of the celebrities seen behind the wheel of designer Giorgetto Giugiaro's shark-nosed Ghibli.

### TIPO 61. RACING MARVEL.

Although just sixteen of the Tipo 61 "Birdcage" model are built, it quickly establishes itself as one of the '60s most cherished race cars – and not just for its looks. Engineered by Giulio Alfieri, the car's tubular trellis frame is constructed from more than 200 chromoly steel tubes, resulting in phenomenal rigidity and a curb weight of just 600 kg. Securing first place for team Camoradi in the 1960 and 1961 1,000 km Nürburgring, the Birdcage goes on to become one of the world's most sought-after collectors' cars.

### REDEFINING THE LUXURY SEGMENT

"Place a full-blooded racing engine in an executive sedan." Thanks to motoring journalist Gino Rancati's deceptively simple idea, the first Maserati Quattroporte is presented to the world at the 1963 Turin Motor Show.



The 1966 Ghibli. Giugiaro's first masterpiece.  
Designer: Giorgetto Giugiaro.



# 1970s

## THE FRENCH REVOLUTION

### END OF THE ORSI DYNASTY

With handcrafted, custom production increasingly giving way to industrialized giants, Orsi secures the future of Maserati by partnering with Citroën, which purchases 60% of the company. But the familial managerial style he champions is at odds with that of the international conglomerate, and he and his son Omar step down in 1971. When the energy crisis hits the car sector in 1973, the Michelin family is forced to sell Citroën to Peugeot, who in turn sells Maserati to GEPI, an Italian public finance group. Yet despite these upheavals and the harsh economic environment, Maserati's trademark passion and resilience prevail and enable the introduction of one of its most iconic automobiles.

### BORA

Another design masterpiece from Giorgetto Giugiaro, the mid-engined Bora makes its debut at the Geneva Motor Show in 1971. Named after the brisk Adriatic coastal wind, Maserati's first true supercar produces 320 HP and a top speed of 280 km/h.



Maserati Bora: Giugiaro astounds the automotive world again.



# 1980s

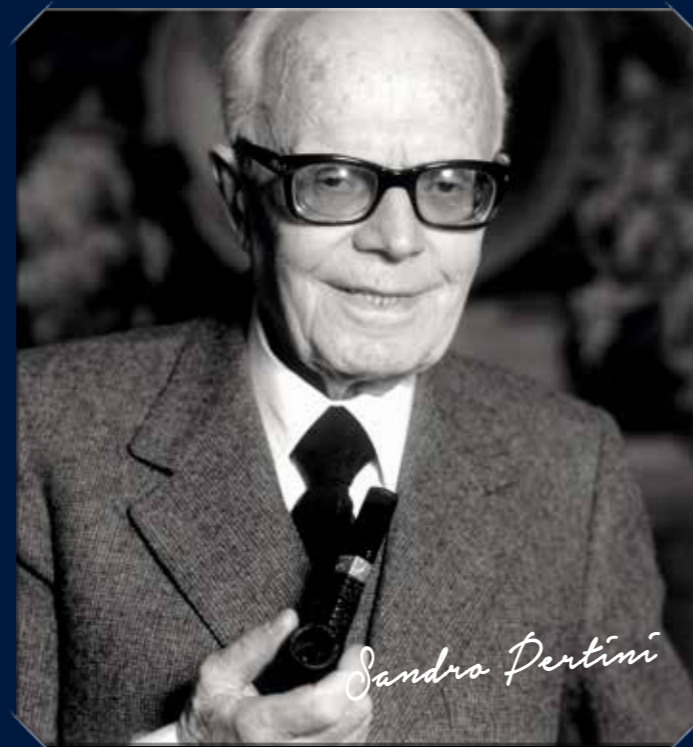
## A PRESIDENTIAL BRAND

### 4.9 METERS OF POWER AND ELEGANCE

Ownership of Maserati gradually passes from the state-owned holding company GEPI to the Argentinian industrialist and former racing driver Alejandro de Tomaso. De Tomaso continues to believe that the luxury sports sedan is the answer to many customers' needs. His gut instinct proves correct: the Quattroporte III becomes one of the Trident's most successful cars. Despite its considerable length, the model expresses strength and speed, thanks to another demonstration of faultless styling by Giorgetto Giugiaro.

### THE MASERATISTA

Italian president Sandro Pertini's choice of a Quattroporte as his official state limousine is an honour for Maserati. However, in 1983 his decision leads to something of a "diplomatic incident" when he visits Ferrari's historic Maranello plant in the Trident's flagship limousine. Enzo Ferrari refuses to open the presidential car door (as etiquette requires), so the good-natured Pertini is obliged to open it himself.



### DREAM CAR FOR THE DREAM FACTORY

The Quattroporte inspires various Hollywood directors and producers. It appears in numerous iconic films of the '80s, such as The Fly, Rocky III and The Dead Zone.



The Giorgetto Giugiaro-designed Quattroporte III appears in several major films.



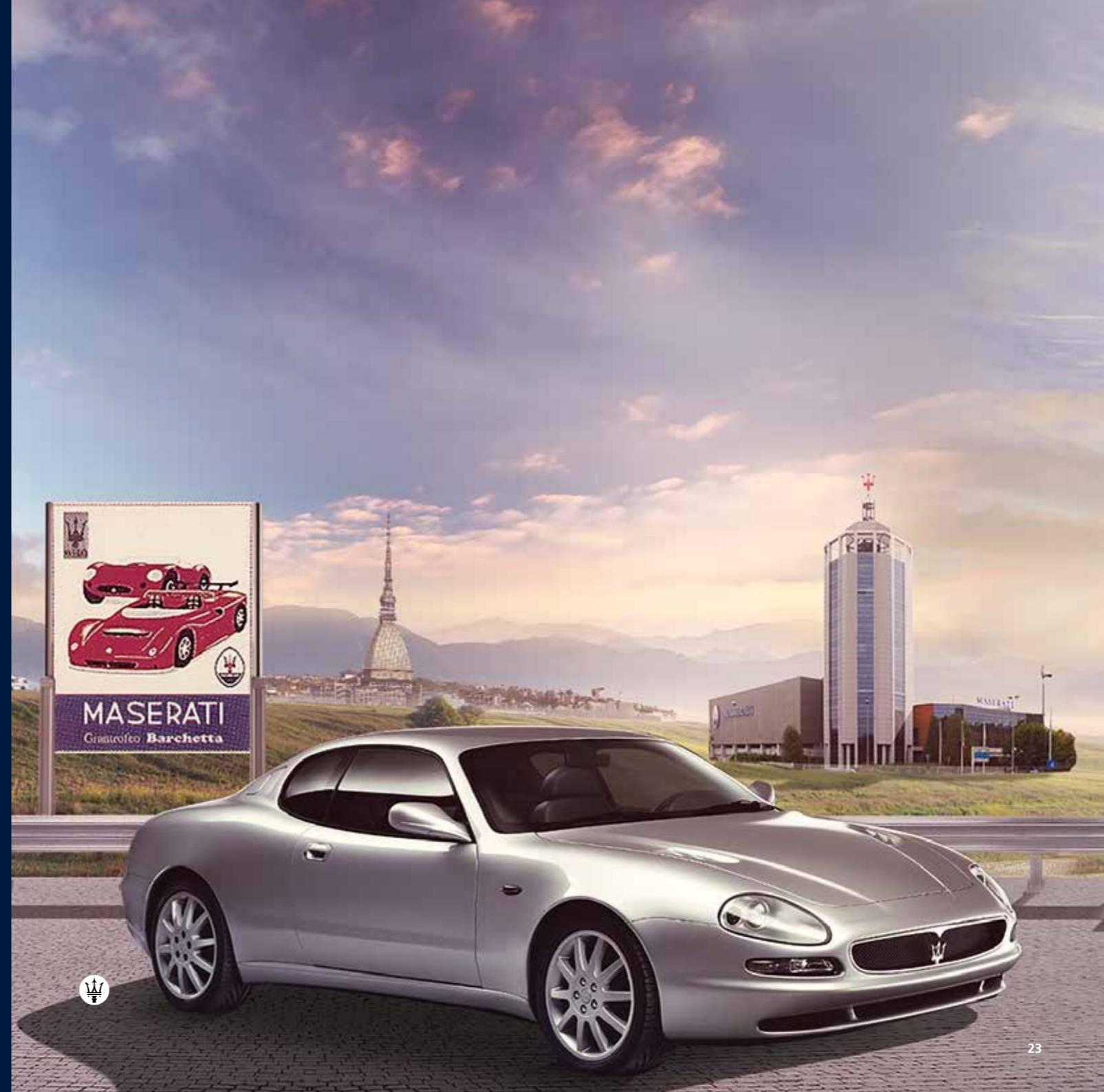
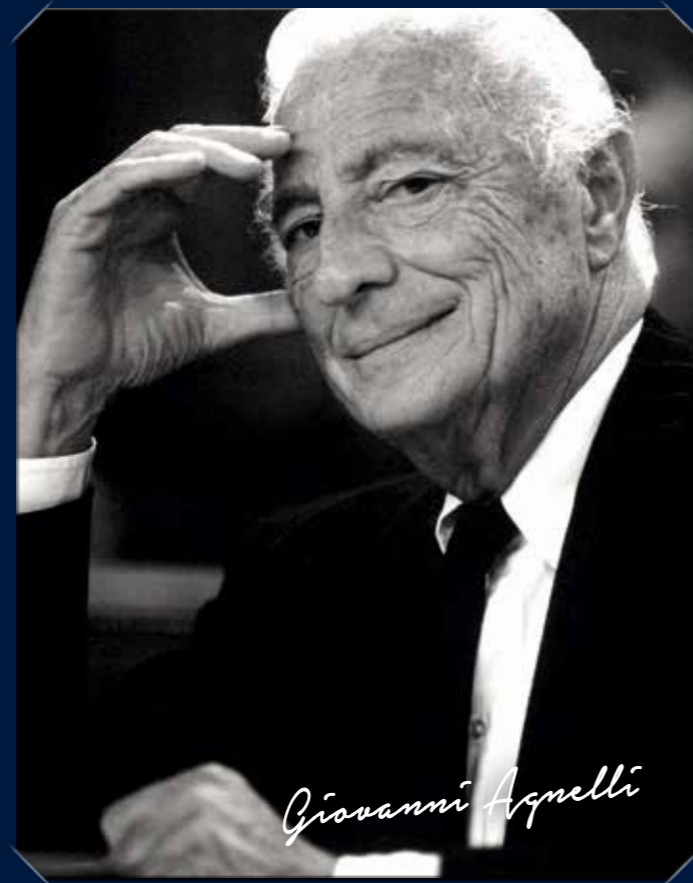
# 1990s

## THE HOUSE OF THE TRIDENT MEETS THE PRANCING HORSE

### A DUEL BECOMES A MARRIAGE

In Modena, the dramatic 50-year rivalry between Maserati and Ferrari is about to come to an end: in 1993, Fiat acquires Maserati and a merger with Ferrari follows shortly afterward. Luca Cordero di Montezemolo, who has recently been made Ferrari CEO by Fiat Chairman Giovanni Agnelli, now leads Maserati's management team.

This new relationship between the two companies proves to be a fruitful one: Maserati's production line is updated with the latest cutting-edge technology, and the engine in Giorgetto Giugiaro's powerful 3200 GT combines Maserati's and Ferrari's engineering excellence.



# 2000s

## A GLOBAL ICON

### RE-CONQUERING AMERICA

When Maserati returns to the USA after an absence of twelve years, the Ferrari-engined Spyder and Coupé are overnight successes. Luca Cordero di Montezemolo is taking the company from strength to strength. His next move is to reassert the Trident's reputation as a formidable manufacturer of luxury sedans: the fifth-generation Quattroporte, introduced at the 2003 Frankfurt Motor Show, receives a multitude of favorable reviews. On the car's design, Sergio Pininfarina says, "I am 77 years old, and have not designed a Maserati for 50 of them ... I couldn't allow myself to make a mistake." And he doesn't: the Quattroporte not only wins 57 international awards, it becomes a major factor in Maserati's renaissance, as well as the car of choice of another Italian president, Carlo Azeglio Ciampi.



### THE MC12 ERA

Horsepower, lap times, adrenaline, the smell of the Fiorano track on a summer's day, the sound of our beloved engines – these things all push our heart rates into the red zone. Ever since the Maserati brothers' first endeavors, racing has been central to what Maserati is about. In 2004, an extraordinary 12-cylinder race car is introduced. The MC12, Maserati's equivalent of the Enzo Ferrari, goes on to collect fourteen FIA GT titles between 2005 and 2010, as well as winning three times at Spa 24 Hours.

 The Maserati MC12.  
Designer: Frank Stephenson.



# 2000s

## SOUND AND SENSUALITY

A new GranTurismo, designed by Pininfarina, is revealed at the 2007 Geneva Motor Show, some sixty years after Pininfarina designed Maserati's first car of this class.

In this four-seat coupé (and subsequent cabriolet), elements from Maserati's past are drawn together and projected into the future. The curvaceousness of the original A6, the front grille and tumultuous roar of the 250F – these characteristics now live again in what is regarded as one of the most stylish (and most vocal) coupés of all time.

## PARTING AT THE CROSSROADS

The partnership with Ferrari has proven remarkably fruitful, and during the course of the decade a rejuvenated Maserati charts its own path once more. However, the family bond with the Prancing Horse is far from broken: Maserati engines continue to be built by Ferrari in Maranello.



Timeless: the Maserati GranTurismo.  
Designer: Jason Castriota under Pininfarina.



# 2010s

## A DECADE OF NEW DIRECTIONS

### 100-YEAR ANNIVERSARY

As part of the celebrations for Maserati's centenary year, Harald Wester, the company's new CEO, launches an Ermenegildo Zegna Limited Edition Quattroporte in September 2014. The centennial version of this sixth-generation Quattroporte – of which only 100 are produced – sees the renowned hand-craftsmanship of Ermenegildo Zegna and Maserati combined in a single masterpiece. Developed at the Maserati Centro Stile in Turin, this remarkable car is testament to the relationship that exists between the two Italian companies. They are kindred spirits, having been founded within four years of one another and with a century of shared passions and beliefs.

### THE BIRTH OF SILK TRIM

After having contributed to what he describes as the “cocoon-like” interior of the Centenary Quattroporte, Ermenegildo Zegna, owner of the Zegna group, goes on to develop custom trim options for other cars in the Trident range. The specially formulated mulberry silk, developed by Maserati and Ermenegildo Zegna and used to complement the hand-stitched leather interiors, has an origin even earlier than that of the two brands: it is derived from the craft skills of 17th-century silk weavers.



# 2010s

## THE WIND OF CHANGE IN A SEA OF SAMENESS

When the Ghibli is introduced at the Shanghai Motor Show in 2014, it turns the sterile design landscape of the mid-sized sedan upside down. Named after the hot Saharan wind, the Ghibli is more than just a supreme blend of performance, luxury and practicality. It is the result of the marque's perennial quest for original, standout design.

## DRIVING BEYOND

The superlative values for which the Trident strives are reflected by brand ambassadors such as Massimo Bottura, the owner and chef of the Osteria Francescana in Modena, voted "The World's Best Restaurant 2016."

Like Maserati, Bottura is a master at gleaning ideas from yesteryear and projecting them in exhilarating new directions.

The Trident has always been close to the Bottura family's heart: Massimo Bottura warmly recalls how he and his brothers used to fight like crazy over who got first ride in his father's 1972 Maserati Merak. It is perhaps fitting that a triple Michelin-star chef is also a Trident aficionado.

*To make the best food, you have to get out of the kitchen!*  
Massimo Bottura



Ghibli: The Absolute Opposite of Ordinary.  
Designers: Maserati Centro Stile under Marco Tencone.





# 2010s

## 100% SUV. PURE MASERATI.

On March 1st, 2016, Maserati launches the Levante SUV at the Geneva Motor Show, and in so doing forges a new path for the brand. Like the Mediterranean wind it is named for – which can blow from gentle to gale force in an instant – the Levante changes everything. This is the first time that Modenese race-bred performance can be enjoyed as much off the road as on the racetrack. This is also the first time that Italian design and luxury can be experienced in the jungle, across the desert and on a mountainside.

## AN UN-LEVEL PLAYING FIELD

The Levante's phenomenal off-road capability is the result of several advanced technologies. Its dedicated off-road mode is able to sense changing terrain, its intelligent Q4 all-wheel drive system adapts within milliseconds (for best traction in all situations), and its adaptive air suspension provides impressive ground clearance, comfort and sportiness. This "Maserati of SUVs" is an incredibly capable car – one that redefines the term "luxury SUV."



Levante: the Maserati of SUVs.  
Designer: Giovanni Ribotta.



# THE PRESENT

## MASERATI TODAY

As we have seen, the Maserati range has become a diverse one, encompassing everything from the GranTurismo series to SUVs.

Each allows its owner to experience the attributes that have defined our marque for more than 100 years – race-bred engineering, a signature sound, Italian style, understated luxury and lovingly detailed handcraftsmanship.

Each expresses these attributes through the very latest materials and technology. And each is extraordinary: the result of a never-ending effort to resist all that is mundane.

Each is a Maserati!



# MASERATI. 1909 TO PRESENT.

# 1900



# 1920

**1926**  
**TIPO 26**  
The first car built by the Maserati brothers.



**1909**

**BIANCHI TIPO C 20-30 HP**  
Raced by Carlo Maserati, youngest son of Rodolfo Maserati, in the Coppa Florio and Kaiserpreis.



# 1930

**1938**  
**8CTF**  
8-cylinder, bi-super-charged wonder and the only Italian race car to win the Indianapolis 500.



**1957**  
**250F**  
The classic racing car. Winner of seven Grands Prix, including the legendary 1957 Nürburgring with Juan Manuel Fangio behind the wheel.



# 1940

**1947**  
**A6**  
Maserati's first production car and first GranTurismo.



# 1960

**1963**  
**QUATTROPORTE**  
The first executive car with a genuine race engine. The fastest four-door sedan of its time.



**1966**  
**GHIBLI**  
A sporting shape that defined an era. One of the few sports cars that could achieve 0-60 in under 7 seconds.



# 1970

**1971**  
**BORA**  
Maserati's first true supercar. Combined 320 HP and 280 km/h top speed with luxury and practicality.



**1979**

**QUATTROPORTE III**  
The third generation of the racing sedan became Maserati's best-selling model of the 1980s.



# 1980



**1998**

**3200 GT**  
The first result of Maserati and Ferrari's partnership, with boomerang-shaped taillights and a jointly built engine.

# 1990

**2003**

**QUATTROPORTE V**  
Built on an entirely new platform, the fifth-generation Quattroporte became a favorite with drivers and judges worldwide.



**2004**

**MC12**  
Re-established the Trident as a racing force, winning 14 FIA GT titles and three times at Spa 24 Hours.



# 2000

**2007**  
**GRANTURISMO**  
Expressively shaped by the Pininfarina design house. One of the most beautiful coupés of all time.



**2013**

**QUATTROPORTE VI**  
Flagship of the Trident fleet. The latest incarnation of a classic.



**2016**

**LEVANTE**  
The all-Italian SUV that's forging new pathways for the Trident marque.

**2014**

**GHIBLI**  
A standout Modenese presence in the mid-size executive sedan market.







