

# MASERATI EPITOME OF LUXURY



A hundred years since it was founded, Maserati is still staying true to its values by continuing to build cars where outstanding sporting performance is always combined with exclusive quality, comfort, luxurious interiors and elegant lines.

Today the pride is reflected in the values that define the brand - innovation in the management of human resources and the working environment, and transparency in customer relations. Maserati is a brand that began life in a local context but then went on to become a major international player, with representation in 61 countries. In this section, you can relive Maserati's enthralling history and get to know the people, achievements and cars which have made the brand famous.

## TOP CHOICE OF ITALIAN GOVERNMENT AND CELEBRITIES

As early as in the 20th century, Maserati was already a pioneer in combining high-performance engine with industry-leading technology in the design of luxury sedan. Since then, Maserati has rolled out generations of the Quattroporte, arguably the most elegant four-door sedan at the time they were introduced and to this day. The name "Quattroporte" is translated from Italian, which literally means "four doors". After 50 years of development, refinement and perfection, the Quattroporte has entered its sixth generation. The latest offering, the Quattroporte Elite inherits the brand's philosophy in terms of innovation, performance and comfort, while retaining Maserati's classic and authentic Italian aesthetics.

The first generation of the Quattroporte was born in 1964, and its introduction immediately established Maserati's leadership in the high-end automotive industry. Over the decades, the Quattroporte has been the synonym for exclusivity, luxury and sensuality. Celebrities, superstars and royal family members have long been counted as loyal fans of the Quattroporte. It is also the official car of Italian Prime Minister and top government officials. For special occasions, the grandeur and charm of the Maserati Quattroporte are guaranteed to impress the crowds.





## CELEBRATING SIX GENERATIONS OF PERFECTION

### SIMPLY THE PERFECT BLEND OF STYLE AND PERFORMANCE

Succeeding the Quattroporte GTS and the Quattroporte S, as the latest offering of Maserati's flagship range, the all-new Quattroporte Elite is enviably equipped with a 3.0-litre twin-turbo V6 engine. With racing pedigree running through its vein, the Quattroporte Elite delivers 330hp, a top speed of 263 km/h and acceleration of 0 to 100 km/h in 5.6 seconds, facilitated an automatic, 8-speed ZF transmission. It is also specially engineered for the road conditions in Asian countries. Besides, the Skyhook suspension system can detect the actual road and driving situation to deliver steering precisely in 10 seconds so as to achieve the seemingly conflicting goals of exceptional comfort and extreme sports performance in mind.

### BOTH VISUALLY AND AESTHETICALLY PLEASING INTERIORS

Finished to perfection with a touch of Italian class, the interior combines attractive design and exquisite materials with the luxury that only space and light can provide. Equally jaw-dropping is the 3,171mm wheelbase, which is the longest in

class. It is just as much of what a luxury sedan can offer, boasting supremely comfortable rear seats.

As with Quattroporte GTS and the Quattroporte S, the leather upholstery is handmade by Poltrona Frau®, which was once exclusive to the Royal House of Italy. From the steering wheel, central console and seats to the entire compartment, every detail exhibits superior Italian craftsmanship. Great care has gone into the finest details down to the edges and stitches of the leather, creating an ambience which cannot fail to impress.

What's more, Maserati is the first automaker in the world to design its engines from the perspective of an artist. The full-blooded roar of its engine has always been a thing of beauty. But the tuning of a sound system is a sophisticated art, requiring some 5,000 hours of listening by the most highly trained ears. In the Quattroporte Elite, the pleasure of in-car music reaches new heights thanks to state of the art car audio technologies developed together with specialist engineers Bowers & Wilkins.

## MASERATI EXPERIENCE DAY

In proud association with Auto Italia, Club Wheelock arranged an extraordinary Maserati Experience Day for members at W Hotel. Members were offered to test drive a series of newly launched high-performance luxury car which combined elegance and superior technology into the Italian traditional crafts of Maserati cars. Besides indulging in the speed of Maserati, members were presented specialty coffee brewed by Lex Coffee and award-winning Italian Venchi chocolate completing the ultimate Italian experience.

