



PRESS RELEASE

## **New organizational and industrial structure for Maserati**

As part of the strategy to expand its product offering and significantly increase volumes, over the next two years Maserati will introduce three new models in three different market segments.

Leveraging on its existing presence in 65 markets worldwide and a new generation of products targeted at volume market segments, Maserati plans a significant increase in production, reaching up to 50,000 vehicles a year by 2015.

Public officials and trade unions were presented the future organizational and industrial structure today at the company's headquarters in Modena.

With regard to industrial requirements, it was underlined that the current facilities will not be adequate to implement these targets.

Given its location inside the city limits, the Modena plant cannot be expanded and, therefore, the decision was made some time ago to locate future production at the Officine Automobilistiche Grugliasco plant (ex Bertone). Acquired by Fiat just over two years ago, a total of €500 million is being invested to upgrade that plant.

Design, marketing and distribution activities for the entire product range will be located at the company's Modena headquarters, in addition to production of the GranTurismo and GranCabrio ranges and, from May 2013, a new Alfa Romeo model with expected production of up to 2,500 units per year.

With regard to the impact on employment, the company confirmed that, even during this period of crisis, restructuring and capacity underutilization will be managed exclusively through the use of the temporary layoff benefit schemes available. As on other occasions, however, every opportunity will be taken to utilize Maserati workers at other Group plants.

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