This Epic Maserati Ghibli Commercial Just Won The Super Bowl

“Maserati’s first Super Bowl ad deserves to be remembered because it was a beautiful, breathtaking surprise not watered down by drawn-out teasers or unnatural celebrity cameos. And at the end of 90 seconds, it left you asking, What was that?”

“That’s how you sell a car.”
THE ABSOLUTE OPPOSITE OF ORDINARY
MASERATI BEGAN WITH 5 BROTHERS - 4 MECHANICS, AND ONE ARTIST
FOUR BROTHERS BUILT A RACE CAR TO WIN.

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE
THE FIRST MASERATI

AND THEY DID.

• BRAND HISTORY
• BRAND VALUES
• BRAND RATIONALE
• BRAND IN THE FUTURE
THEN ONWARD TO FERRARI 1993-2005
A FRESH START

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE
THE JOURNEY
RESET
2005 TO 2012
OUR FIRST 7 YEARS

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE
**Maserati**

**THE ABSOLUTE OPPOSITE OF ORDINARY**

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**Restart**
- GranSport and MC12
- 2000-2004

**Establish**
- Quattroporte and GT/GC
- 2004-2011

**AND**
- New Grugliasco Plant and New Quattroporte
- 2012-2014

**Prepare to Expand**

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**Cover 100% of the Luxury Markets**
- Levante
- Alfieri
- New GranTurismo
- 2014-2018

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**BRAND HISTORY**
**BRAND VALUES**
**BRAND RATIONALE**
**BRAND IN THE FUTURE**
BRAND MISSION STATEMENT

“BUILD ULTRA-LUXURY PERFORMANCE AUTOMOBILES WITH TIMELESS ITALIAN STYLE, ACCOMMODATING BESPOKE INTERIORS, AND EFFORTLESS, SIGNATURE SOUNDED POWER.”
• BRAND HISTORY
• BRAND VALUES
• BRAND RATIONALE
• BRAND IN THE FUTURE

ITALIAN DESIGN
• BRAND HISTORY
• BRAND VALUES
• BRAND RATIONALE
• BRAND IN THE FUTURE

PERFORMANCE
SIGNATURE SOUND
MASERATI
THE ABSOLUTE OPPOSITE OF ORDINARY

- Powerful
- Functional
- Luxurious
- Exotic
- Authentic
- Comfortable
- Well built
- Italian design
- Modern
- Racing pedigree
- Ferrari powered
- Exclusive
- A dream car you can own

BRAND DNA EXPANDED

- Brand History
- Brand Values
- Brand Rationale
- Brand in the Future
- Maserati Blood Line
- Passion for Detail
- Sporty
- Reliable
- Relevant for Modern Needs
- For Everyday Use
- Accommodating
- Bespoke

Maserati: Three Areas of Control
MASSERATI: THREE AREAS OF CONTROL

- GLOBAL PRESENCE
- BRAND RULES
- REPUTATION PROTECTION
- EVOLVING PROCESSES
- VOLUNTARY VOLUME LIMITATION
- EFFECTIVENESS
• CONSISTENT TOUCHPOINTS
• BUYING & SERVICE EXPERIENCE
• LOYALTY NURTURING
• IMAGE REINFORCEMENT
• CONQUESTING

MASERATI: THREE AREAS OF CONTROL
<table>
<thead>
<tr>
<th>Category</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury Full-Size Sedans</td>
<td>Ghilbi</td>
</tr>
<tr>
<td>Luxury Large-Size Sedans</td>
<td>Quattroporte</td>
</tr>
<tr>
<td>Luxury SUVs</td>
<td>Levante</td>
</tr>
<tr>
<td>Alfieri Coupe</td>
<td></td>
</tr>
<tr>
<td>Alfieri Cabrio</td>
<td></td>
</tr>
<tr>
<td>Luxury Sport Coupe &amp; Spider</td>
<td></td>
</tr>
<tr>
<td>Granturismo</td>
<td></td>
</tr>
<tr>
<td>GranCabrio</td>
<td></td>
</tr>
</tbody>
</table>

- **2014** 4 Models

- **Product**
- **Brand History**
- **Brand Values**
- **Brand Rationale**
- **Brand in the Future**
2014 — 2018

Based on an evolutionary set of shared systems, engines + transmissions

- Brand History
- Brand Values
- Brand Rationale
- Brand in the Future

Product
<table>
<thead>
<tr>
<th>TODAY ENGINE GRID</th>
<th>V6</th>
<th>V8</th>
<th>DIESEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GHIBLI</td>
<td><img src="image" alt="330 HP" /> <img src="image" alt="350 HP" /> <img src="image" alt="410 HP" /> <img src="image" alt="425 HP" /> <img src="image" alt="450 HP" /> <img src="image" alt="520 HP" /></td>
<td><img src="image" alt="405 HP" /> <img src="image" alt="460 HP" /> <img src="image" alt="530 HP" /> <img src="image" alt="560+ HP" /></td>
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</tr>
<tr>
<td>QUATTROPORTE</td>
<td><img src="image" alt="330 HP" /> <img src="image" alt="350 HP" /> <img src="image" alt="410 HP" /> <img src="image" alt="425 HP" /> <img src="image" alt="450 HP" /> <img src="image" alt="520 HP" /></td>
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<tr>
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<tr>
<td>GRANTURISMO</td>
<td><img src="image" alt="330 HP" /> <img src="image" alt="350 HP" /> <img src="image" alt="410 HP" /> <img src="image" alt="425 HP" /> <img src="image" alt="450 HP" /> <img src="image" alt="520 HP" /></td>
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<tr>
<td>GRANCabrio</td>
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</tr>
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</table>

**Legend:**
- RWD
- AWD
- RWD / AWD

**Product**

- Brand History
- Brand Values
- Brand Rationale
- Brand in the Future
## 2018 Engine Grid

<table>
<thead>
<tr>
<th></th>
<th>V6</th>
<th>V8</th>
<th>DIESEL</th>
</tr>
</thead>
<tbody>
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<td>530 HP</td>
<td>560+ HP</td>
</tr>
<tr>
<td>AUTOMOBILE</td>
<td></td>
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</tr>
<tr>
<td>GHIBLI</td>
<td><img src="green" alt="RWD" /></td>
<td><img src="black" alt="RWD" /></td>
<td><img src="green" alt="RWD" /></td>
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<tr>
<td>QUATTROPORTE</td>
<td><img src="green" alt="RWD" /></td>
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<td><img src="green" alt="RWD" /></td>
</tr>
<tr>
<td>LEVANTE</td>
<td><img src="green" alt="RWD" /></td>
<td><img src="black" alt="RWD" /></td>
<td><img src="green" alt="RWD" /></td>
</tr>
<tr>
<td>ALFIERI COUPE</td>
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<td><img src="black" alt="RWD" /></td>
<td><img src="green" alt="RWD" /></td>
</tr>
<tr>
<td>ALFIERI CABRIO</td>
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<td><img src="black" alt="RWD" /></td>
<td><img src="green" alt="RWD" /></td>
</tr>
<tr>
<td>GRANCABRIO</td>
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<td><img src="black" alt="RWD" /></td>
<td><img src="green" alt="RWD" /></td>
</tr>
</tbody>
</table>

**Legend:**
- **RWD**: Red
- **AWD**: Blue
- **RWD / AWD**: Black

### Products
- **BRAND HISTORY**
- **BRAND VALUES**
- **BRAND RATIONALE**
- **BRAND IN THE FUTURE**
FROM ~50% OF MASERATI LUXURY MARKET COVERAGE IN 2013

Source: IHS Global Insight

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE
2018

<table>
<thead>
<tr>
<th>Covered segments</th>
<th>New covered segments</th>
</tr>
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<tbody>
<tr>
<td>Luxury SUVs 37%</td>
<td>Luxury Sportcars 19%</td>
</tr>
<tr>
<td>Luxury Full-size Sedans 23%</td>
<td>Luxury Full-size Sedans 14%</td>
</tr>
<tr>
<td>Flagship Sedans 21%</td>
<td>Flagship Sedans 25%</td>
</tr>
<tr>
<td>Luxury SUVs 58%</td>
<td>Luxury Sportcars 33%</td>
</tr>
<tr>
<td>Luxury Full-size Sedans 14%</td>
<td>Luxury Full-size Sedans 37%</td>
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<tr>
<td>Flagship Sedans 25%</td>
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<td>Flagship Sedans 16%</td>
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</table>

MARKETS (‘000 UNITS)

USA: ~370
TOP-5 EUROPE: ~150
CHINA: ~260
ROW: ~260
TOTAL >1M

Source: IHS Global Insight

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

TO 100% LUXURY MARKET COVERAGE IN 2018
FIVE-FOLD 2013 VOLUMES BY 2018

LAUNCHED 2 NEW MODELS

2013: 15.4
2018E: 75

'000 Units
CHARTING NEW TERRITORIES

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE
STICK TO VALUES

INSTITUTE CONTROLS

DELIVER

• BRAND HISTORY
• BRAND VALUES
• BRAND RATIONALE
• BRAND IN THE FUTURE
THE ABSOLUTE OPPOSITE OF ORDINARY
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