

Maserati at Motor Valley Fest: “Levante, Ghibli and Quattroporte Trofeo, the latest collector’s items”. The Trident’s future is electric

The House of the Trident is taking part in the fifth festival in the Motor valley, to celebrate the brand’s past and future: the legendary V8 is passing the baton to electric.

Modena, May 11, 2023 – Maserati has chosen the fifth Motor Valley Fest, an open-air event scheduled in Modena between Thursday 11 and Sunday 14 May, to break news that is already becoming part of the history of mobility.

Maserati is celebrating the legendary 572-hp 90° Twin Turbo V8 engine – with an inimitable sound and formidable performance, the beating heart of the Levante, Ghibli, and Quattroporte in their Trofeo versions – which will officially cease production at the Maserati factory from late 2023. Until now driven by the unmistakable engine, these cars will remain on sale into 2024 and are due to become collector’s items for all owners of a unique piece in the jigsaw of the brand’s history.

Maserati GranTurismo Folgore – the first 100% electric car in the brand’s history, and Grecale Folgore – the first full-electric SUV are the first to bear witness to this process of change. The Trident has already carved out a pioneering role here, as in its DNA. The entire Maserati range will come in an electric version for every model by 2025 and Maserati will be full-electric by 2030.

A historic moment for the Modena-based company, which has always looked ahead without leaving its roots behind, and for those who love the history and modernity of the Trident’s models and their ability to ensure style, emotions and timeless performance. The same abilities will be maintained in the cars that will now become the new object of desire for collectors.

Since 1959, when the Maserati 5000GT was created as the first car with the powerful V8, more than 100,000 units have been made and sold with an eight-cylinder engine; the latest editions of the Maserati Trofeo, Ghibli 334 Ultima and Levante V8 Ultima, will be unveiled at the Goodwood Festival of Speed in July 2023.

Over the four days of the Motor Valley Fest, every nook and cranny in Modena will be taken over by the Trident’s creations, on stunning display in the city’s iconic locations. In Piazza Grande, the entire Maserati Folgore range will be on show for the first time: GranTurismo Folgore One Off Luce and Grecale Folgore will be joined by the futuristic GEN3 Maserati Tipo Folgore, the single-seater competing in the ABB FIA Formula E World Championship this year.

The Trofeo range – featuring the Levante, Ghibli and Quattroporte in their Zèda edition, unique pieces celebrating the V8 engine, will reign over Piazza XX Settembre. The showroom on Viale Ciro Menotti will host the celebration of the iconic GranTurismo, from its origins to the present day, with two classic models, together with the GranTurismo Zèda from the previous generation and the GranTurismo One Off Prisma.

Maserati S.p.A.

Maserati produces a complete range of unique cars, immediately recognisable for their extraordinary personality. Thanks to their style, technology and innately exclusive character, they delight the most discerning, demanding tastes and have always been a benchmark for the global automotive industry. A tradition of successful cars, each of them redefining what makes an Italian sports car in terms of design, performance, comfort, elegance and safety, currently available in more than seventy markets internationally. The ambassadors of this heritage are the Quattroporte flagship, the Ghibli sports sedan, the Levante – the first SUV made by Maserati, and the Grecale, the all-new "everyday exceptional" SUV, all models characterised by the use of the highest quality materials and excellent technical solutions. Ghibli, Grecale and Levante are also available in hybrid versions. A range equipped with 4-cylinder hybrid powertrains, V6 petrol and V8 petrol engines, with rear-wheel and four-wheel drive to embody the performance DNA of the Trident Brand, has now been completed with the Grecale Folgore, Maserati's first full-electric SUV. The top of the range is made up of the MC20 super sports car and the MC20 Cielo spyder, powered by the ground-breaking Nettuno V6 engine, incorporating F1-derived technologies available in the power unit of a standard production car for the first time. The sporty New GranTurismo models – available with both high-performance petrol engines and a 100% battery electric powertrain – take the House of the Trident forward into the future: the first car in the electric range, the Maserati Folgore. By 2025, all Maserati models will also be available in a full-electric version, and the entire Maserati range will run on electricity alone by 2030.

For further information:**MASERATI**

Maria Conti – Chief Communication Officer, Maserati – maria.conti@maserati.com

Davide Kluzer – Product Communication Responsible – davide.kluzer@maserati.com