



MEDIA

Triple Digit Sales Increases in Final Three Months Ensure Most Successful Year Ever for Maserati North America

ENGLEWOOD CLIFFS, NJ., January 3, 2014 — Maserati North America closed an unbridled year of success in 2013, driven by dynamic new entries into top segments, closing December with a 210% increase over the same month last year. Each of the last six months of 2013 brought year over year growth, with the final three months all delivering significant triple digit percent gains.

For the year, Maserati hit an all time sales benchmark of 4981 units, resulting in an unprecedented 72% increase in sales over 2012.

“Maserati closes a banner year in North America at a historic juncture. With fresh product offerings in the Ghibli and Quattroporte, and the introduction of vital new features such as All-Wheel-Drive, the brand is ideally suited for sustained expansion,” commented Peter Grady, President and CEO of Maserati North America, Inc.

Starting at \$65,600, the new Ghibli provides a more accessible entry point for Maserati. All-Wheel-Drive and a Ferrari built twin-turbo V6 have not only opened the mid-size segment to a pedigreed Italian offering in the Ghibli S Q4, but have also yielded a full-size Quattroporte starting at just over \$100k that features this same dynamic driveline. This one-two punch, along with the extraordinary sustained success of the two-door GranTurismo line, has landed the Trident in the strongest position of its lifetime as it celebrates its centennial at events around the world.

Modern luxury is defined by the unique, infused with authentic design and heritage. State-of-the-art production facilities and a team of world-class designers bring into the 21st Century the “Made-in-Italy” tradition which has created many of the most sought after vehicles in the world. Maserati enters 2014 as the flagship of a new era of iconic Italian cars, for those who seek ‘The Absolute Opposite of Ordinary’ in a vehicle that asks only to be driven with passion, each and every day.

About Maserati: Maserati produces a full line of two and four door models legendary for their spacious handcrafted luxury, thoroughbred performance and everyday usability. The Maserati range includes the all-new full-size Quattroporte and the mid-size Ghibli sport sedan, which earned a Top Safety Pick from the Insurance Institute of Highway Safety (IIHS)*. The flagship Quattroporte GTS leads the charge with a 523 HP twin turbo V8 while both the Ghibli and Quattroporte are available with All-Wheel-Drive, a competition bred twin-turbo 404 HP V6 and an adaptive 8 speed automatic transmission. The two-door GranTurismo line continues with several variants of coupes and convertibles that combine elegance and comfort for four adults, with a six speed automatic transmission to keep the legendary Maserati performance and exhaust note close at hand. Maserati automobiles and merchandise can be found at authorized retailers across North America. Information on Maserati can be found at www.maserati.us , 1-800- My-Maserati. *Built after Nov 2013

Images and Information Available at: <https://www.dropbox.com/sh/zhb2vh4lth3ug9l/P1jvpHp33i>

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