

MASERATI

Maserati Quattroporte, with bodywork created and designed by Pininfarina, marked a new step of the prodigious rebirth of the Trident Brand fostered by the Ferrari-Maserati Group and a new phase of the historic cooperation between Maserati and Pininfarina.

With Maserati Quattroporte, presented in 2003 at the Frankfurt Motor Show, Maserati reaffirmed its renewed image, in step with leading edge technology and in line with its own historical past.

The Quattroporte represents a cornerstone of this great tradition, having been an important element in Maserati production since 1963. And equally important has been the collaboration with Pinin Farina which left its mark right from the beginning as Maserati began its rise to join the prestige brands.

That was in 1947, in the aftermath of the disastrous interlude of the war which had nevertheless not affected the prestige of Maserati won in over thirty years of outstanding sporting achievements. For the company with the Trident trade-mark, the time had come to profit commercially from this reputation, the Maserati brothers therefore decided to supplement their sporting activities with the production of high performance touring cars.

And so the first Maserati - the A6 1500 Coupé - came off the production-line, with Pinin Farina in charge of its bodywork. State-of-the-art technical solutions - tubular chassis, light-alloy engine with displacement divided over six cylinders, single overhead camshaft - were accompanied right from the first prototype by equally attractive formal proposals: innovative styling, enhanced by highly sophisticated aerodynamic features, albeit still fairly empirical in definition, a double side-hinged engine bonnet, transparent, openable roof, the great graphic impact of the front, with its retractable headlight-covers, and the radiator grille brilliantly inspired by the butterfly-wing type which had long been the unmistakable identifying mark of the Maserati single-seater.

Pinin Farina had always been a thoroughly convinced advocate of this priceless genetic heritage.

From the very first cars in regular production, the Maserati A6 1500 had its own, very exclusive identity, pointed up by its sober, harmonious and extremely elegant lines, its formal, creative shape being a logical progression from the famous Cisitalia 202 which Pininfarina had brought out the year before.

Just over 60 units of this amazing Maserati A6 1500 were produced between 1947 and 1951, some of them convertibles, which then evolved into the A6G 2000 version - still remembered today as a masterpiece ahead of its time, although production would be limited to very few cars.

However, alongside this highly prestigious coupé, Pinin Farina also brought out a competition berlinetta: this was the A6 GCS which came out at the end of 1953. Based on the A6 GCS barchetta it

had a very prominent, oval radiator-grille - a feature common to several Maseratis right up to the present day - that is perceived as one of the most clear-cut styling cues of the Maserati brand.

Meantime, also Ferrari to systematically handed over the design and production of the bodywork for all his road vehicles to Pininfarina - a partnership which has lasted for over half a century and which has enabled very advanced construction technologies to be developed in the field of extremely high-performance GT vehicles in a climate of extraordinary, mutual collaboration.

Now that the two great brands, , each with its own virtues and its own market mission, this extraordinary heritage opens up new, important initiatives. Maserati Quattroporte offers a significant reading.

With its modern, elegant lines, a unique, unmistakable personality that is recognisable at a glance, the new Quattroporte will be an embodiment of the Ferrari-Maserati Group's leading edge technologies. In particular, for the first time on a high-performance saloon car, aerodynamic research will allow noteworthy aerodynamic loads to be obtained thanks to careful shaping of the underbody, thus offering an appreciable improvement in directional stability and dynamic safety at high speeds.

With the Birdcage 75th, based on the Maserati heritage and on its most advanced mechanicals and realized in collaboration with Motorola, Pininfarina revives the storied theme of the true dream car now proposed in a synthesis of the vision of the three companies: exclusive design, sports DNA and technological innovation. Pininfarina's prosperous collaboration with Maserati, marked by the great international success of the Quattroporte, is celebrated with this rolling hi-tech sculpture that evokes a new future context, imaginary but possible, while simultaneously paying homage to the strong and distinctive brand characteristics of the Tridente.

Maserati's will and Pininfarina's experience, united to write a further chapter in the history of GranTurismo cars of the Trident marque: in 2007 Maserati presents the GranTurismo.

As long as the Quattroporte but with only two doors, it is a real 4 seat car. It skilfully blends a soft, flowing sculpture with sharp, angular details to create the most extreme, luxurious three-dimensional GranTurismo. The GranTurismo is a singular blend of the heritage of the Tridente, of Pininfarina's great design tradition and a modern look.

2009 Frankfurt Motor Show marks the world debut of a new cabriolet designed by Pininfarina, the Maserati GranCabrio. This car completes the Maserati range, which now contains three families of models - saloon, coupe, cabriolet - all designed by Pininfarina: the Quattroporte, GranTurismo and GranCabrio.

The GranCabrio is a Maserati in the purest sense of the term: from the Pininfarina style to the spacious interior, the craftsmanship of each detail, and the enjoyable drive and performance. The GranCabrio upholds the Maserati convertible tradition, opening a new chapter: no four-seater open-air model has ever left the plants in Viale Ciro Menotti 322. Powered by a 4.7-litre V8 engine that delivers 440 bhp, the GranCabrio has the longest wheelbase of any cabriolet in its market segment. To underline the link with Maserati tradition, the roof is exclusively canvas.



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