

COMMERCE

Maserati sees 323pc sales gain in first half of 2014

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From Maserati Ghibli app

By STAFF REPORTS

Italian automaker Maserati is continuing to break sales records in North America with the announcement that the month of June yielded the strongest sales during the brand's 100-year history.

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On July 1, Maserati posted its June 2014 sales results and, with half the year over, the automaker reported a 228.5 percent increase from the year-ago period. The success Maserati has seen recently is attributed to the popularity and strength of its Ghibli and Quattroporte models, competitively-priced vehicles that have opened up the automaker to a wider market.

Half-year successes

For the month of June, in North America, Maserati reported selling 1,015 units compared to only 309 models from the year-ago period. This continues May's successful sales report, which also was the best sales month in the automaker's history.

The auto brand's sales have risen so dramatically this year that they will likely surpass sales from the past three years combined. This May, the brand sold 1,144 units in the U.S.

compared to 226 from the year-ago period, a jump of 406 percent ([see story](#)).



Maserati's Ghibli

Thus far, for the first two quarters of 2014, Maserati has seen a “landmark” gain of 323 percent. Of the gain, Peter Grady, president/CEO of Maserati North America, said in statement, “We are beginning to outperform in particular sectors and expect growth to be sustained. Maserati is hitting its stride and I'm confident we have the product to substantiate its position.”

This rise in purchases was helped by Maserati's first Super Bowl commercial for the Ghibli, the automaker's first model under \$100,000, which undoubtedly introduced the Italian automaker to scores of unfamiliar consumers ([see story](#)).

As a response to growing profits, and interest, Maserati has also developed a bespoke model.

Ermenegildo Zegna and Maserati are cross-marketing their Italian brands through a long-term design partnership to produce 100 limited-edition vehicles and offer Zegna customization options.



Maserati Quattroporte

Zegna and Maserati signed on for a three-year partnership during which they will launch the Maserati Quattroporte by Ermenegildo Zegna and let consumers choose from new bespoke options for all models set to debut in July ([see story](#)).

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