

ADVERTISING

Maserati lets fans become masters with new driving opportunities

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Maserati Master course promotional image

By NANCY BUCKLEY

Italian automaker Maserati is gaining attention from aspirational consumers with experiences that offer expert instruction and trial drives in a range of models.

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The 2015 Master Maserati program offers several race course options that accommodate all levels of experience. By engaging consumers in an interactive manner, Maserati is likely to create life-long relationships with consumers.

"Maserati wants to run up against the German performance cars such as BMW, Audi and Mercedes," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

"In order to do that they have to show these vehicles are equally as capable on the road and on the track," she said.

Ms. Fix is not affiliated with Maserati, but agreed to comment as an industry expert.

Vroom, vroom

Last year, Maserati drew consumers to its Master Maserati driving courses with the promise of an authentic cultural experience.

The available driving courses varied in both duration and intensity, but are girded by culturally resonant activities. Whether conversing with locals, eating prosciutto or tasting local wine, Maserati strived to impart an attitude specific to the brand ([see story](#)).

This year, there are five options for Maserati fans.

The first is the Master Warm Up, a new addition that offers a tour of the Modena Factory, driving sessions and step-by-step instructions from experienced professionals.



Maserati driving experience

Master GT 1 Day is a whole day of circuit driving techniques whereas Master GT 2 Days is back-to-back days of training.

Master Italian Lifestyle Experience offers drivers and a companion a range of experiences in Florence and Parma with Maserati.

Finally, the Master High Performance option offers more in-depth instruction and greater detail of the technical aspect to driving a Maserati.

The team of professional drivers has been hand-selected by Formula 1 driver Andrea de Adamich. The driving experiences begin Apr. 29 and run through October.

"The Master Maserati Driving courses allow the driver to better understand the vehicle's true capabilities and handling in all elements and in a safe and controlled environment," said a [Maserati](#) spokesperson. "Guests also receive insight and close instruction from some of the industry's best professional drivers, some of which have quite the resume and work very closely with the Trident brand. This also adds a nice personalized touch to the experience as the participant is receiving the keen attention of some of the industry's best. Moreover, being that the event is held in Parma, Italy, there is nothing like driving a Maserati around its birthplace. Experiencing the Maserati drive and engine note in its natural environment is an experience all together."

Driving around the world

Driving experiences have become the norm among luxury automakers.

For example, British automaker Jaguar Land Rover launched the Jaguar Heritage Driving Experience for consumers to test-drive several sports car from the brand.

In November, a 200 acre testing facility opened for consumers to drive vehicles from Jaguar's racing history. The unique opportunity to get behind the wheel of these storied cars will create a strong bond between participants and Jaguar ([see story](#)).

Also, several luxury automakers are hosting winter driving events this season to interact with consumers and expose their vehicles in tough driving conditions.

The events this winter may bring consumers an insight into the features of the vehicles. Luxury automakers host winter driving events for consumers to demonstrate the control their vehicles maintain when in bad driving conditions, but the large number of brands hosting such events may minimize their efforts ([see story](#)).

Celebrating a brands capabilities with fans and consumers allows brands, such as Maserati, to connect with those individuals on a personal level.

"Maserati has a long history of recent success and therefore must showcase that to their customers," Ms. Fix said. "Potential and current customers can experience the total ability of a car on a track which is an enclosed environment. This also allows an instructor to guide them on seeing Maseratis largest assets. Other luxury brands have followed suit in order to showcase the engineering, design and technology their vehicles provide to their customers."

Final Take

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