

MOBILE

## Maserati focuses on traditional vehicle for new app

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*Quattroporte*

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By NANCY BUCKLEY

Italian automaker Maserati is taking fans on a Quattroporte journey with a new mobile application that focuses solely on the famed vehicle.

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**Luxury Daily**

A 360-degree view of the Quattroporte gives consumers extra insight into the sedan and gives Maserati a chance to delve deeper into one of its most well-known vehicles. Vehicle apps initially offer valued information, but often miss a crucial element needed to elicit frequent opens from users.

"Maserati understands that buying a car is not a impulsive decision," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA. "It's a purchase that consumers spend a lot of time thinking about.

"Accordingly, auto brands need to consider what methods they can use to entice consumers throughout the purchase process," she said. "While consumers don't generally buy cars on mobile devices, they do spend a lot of time researching and comparing cars through mobile channels.

"Maserati is making sure that when consumers are browsing among cars they have the key

value propositions of the Quattroporte at their fingertips. The information is delivered in a crisp digital experience—representing the extra step the luxury brand puts into its product experience. When consumers buy a luxury product they expect a luxury digital experience as well."

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

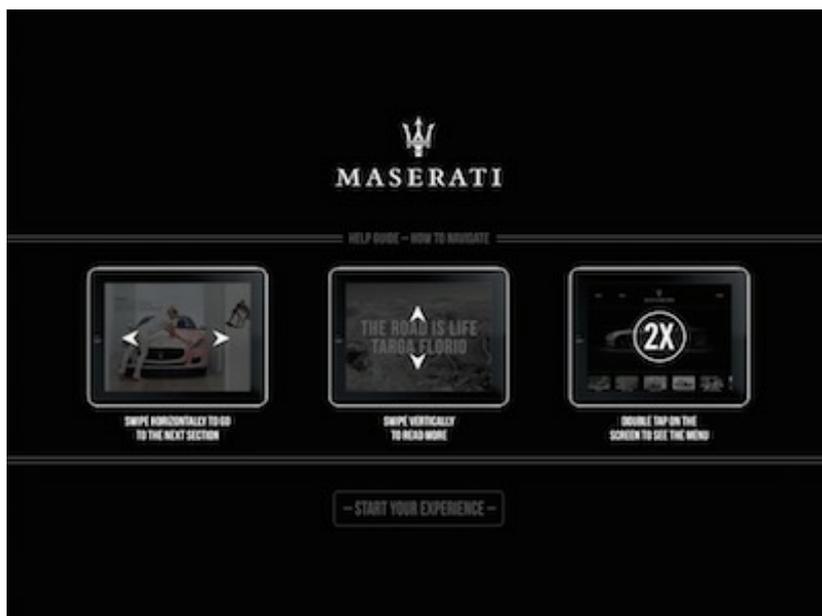
Maserati was unable to respond by press deadline.

The full tour

When consumers first open the Maserati app they are given the opportunity to look at links to Maserati's Web sites and social pages, tools, legal information and sharing options on Facebook, Twitter and through email. Then, through sliding, the user is able to experience all of the features of the app.

These features include specifications of the Quattroporte, technology and safety information, the four options of a Quattroporte, a video and more.

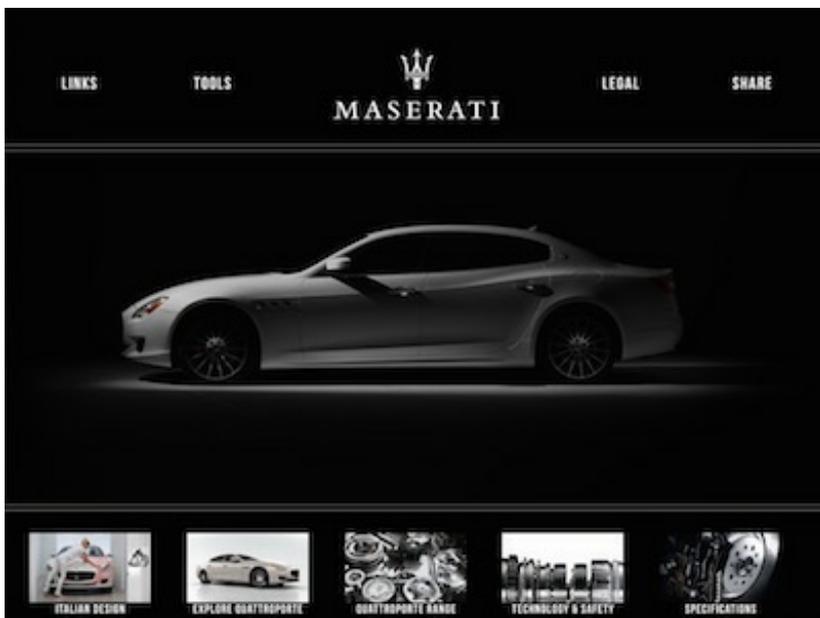
The video shows a Quattroporte driving in different situations likely to capture the lifestyle of a Maserati owner.



*Home page of the app*

Italian design is highlighted with a discussion about the headlamps and curves of the car as well as a focus on the details and coloring that complete the Quattroporte.

A 360-degree view of the car is also available that allows consumers to play with the exterior color of the car.



*Menu page of the app*

After a successful year in 2014, Maserati saw record sales number in the wake of the Ghibli release. Focusing on the higher line of vehicles with this app will attempt to draw the attention of more affluent consumers.

Also with British automaker Aston Martin and Italian automaker Lamborghini extending production plans for crossover vehicles, focusing on a sedan will stand out ([see story](#)).

### Mobile expansions

Automakers' mobile attempts have ranged from magazines to configurators, looking for the best option for their consumers.

Although mobile magazines and libraries do not get nearly as much traffic as social media, the medium helps luxury automakers build rapport with loyalists in ways that can influence sales.

Mobile magazines allow brands to cultivate content for discerning fans without the transience of social media, but motivating users to return after each update tends to confound. For this reason, updates become more tenuous as time goes on, giving fans even less reason to return ([see story](#)).

Recently, some automakers have tried collaborations with other apps to engage consumers mobility.

For instance, German automaker BMW is appealing to families with the assimilation of the location-sharing application Life360 into its vehicles.

Life360 offers families the opportunity to stay connected at all times and the presence of the app within BMW cars will allow drivers to drive to a member's location with BMW ConnectedDrive. By monitoring digital and mobile trends brands such as BMW are able to connect with consumers on a more personal level ([see story](#)).

While some brands are focusing on mobile Web sites, app dedication can benefit car brands.

"Had Maserati attempted to provide the same content in a mobile website it would have lead to a sub par experience," Ms. Lowy said. "There is a lot of content within the app—including a lot of videos and high res pictures. In a mobile website that would have translated into long load times. Most consumers leave a site if it takes more than several seconds to load.

"An app also innately has a longer sense of continuity which is important for the long auto purchase path," she said. "Unlike a mobile website which the consumer would visit and then navigate away from, the app would remain on the consumers phones leaving a branded piece of content on a device they look at multiple times a day and providing Maserati an opportunity to drive prospects back to their product.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/FqqbptAhR38>

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