

IN-STORE

Maserati pairs with Liberty for elevated shopping experience

November 13, 2015



Exterior of Liberty London

By STAFF REPORTS

British department store Liberty London is giving two customers a taste of the Maserati experience through a partnership with the automaker.

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By entering the #LibertyXMaserati social contest, consumers will have a chance at a luxury shopping day at the store, complete with chauffeur service in a Maserati. For the winner and their guest, this will provide a memorable experience they will always associate with the auto brand.

Driving interest

Liberty's contest was announced on social media. To enter, consumers only need to comment on a Facebook or Instagram post or tweet at Liberty telling the store what is at the top of their wishlist by Dec. 4.

The winner, announced Dec. 11, will be given an \$1,100 shopping spree at Liberty.

The day will begin with a chauffeured trip from the winner's front door, up to 100 miles away, to the store. While there, the pair will be treated to lunch, including a bottle of wine and desert.

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Want to win the ultimate #LibertyXMaserati experience? We've teamed up with Maserati after the successful LDNY event...

Posted by **Liberty London** on **Wednesday, November 4, 2015**

After filling up their shopping bags, the guests will be escorted home in a Maserati again.

Special chauffeur services can be a welcome introduction to a brand.

Rolls-Royce Motor Cars brought an elevated experience to users of the car rental DriveNow application with a free chauffeured driving service in East London.

From April 1-3, consumers could search for the Phantom, Wraith and Ghost models on the map, hidden under code names Sir Henry, Charles and Eleanor, as a form of Easter egg hunt. For the consumers able to find and book the

vehicles, they were given a complimentary taste of the Rolls-Royce experience ([see story](#)).

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