

EVENTS/CAUSES

## Maserati puts all-wheel drive to the test in Aspen driving experiences

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Promotional image for Maserati Aspen driving event

By STAFF REPORTS

Italian automaker Maserati is demonstrating the snow-friendly properties of its Q4 all-wheel drive system with a limited engagement in Aspen, CO.

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From Feb. 11- 20, consumers will be able to test-drive the brand's all-wheel drive sedans, the Quattroporte and the Ghibli, in the mountainous ski town from a number of local resorts. While automakers may tout their vehicles' handling in snowy conditions, nothing is as convincing for a potential customer as experiencing a feature in action.

Ice ice baby

Maserati will be offering personal test-drives from The Westin in Snowmass and The Sky Hotel in Aspen from Feb. 11-20. On Feb. 13 from noon to 3 p.m., consumers can also take the wheel of a Maserati from the Ermenegildo Zegna boutique in Aspen.

During the test-drives, Maserati specialists will be available to help consumers get the most out of the Q4 on-demand system. This technology is designed to enable a driver to experience the performance and power expected of a Maserati even on snowy conditions.

Consumers can pre-book a reservation for a test-drive online [here](#).

In addition to the test-drives, Maserati will be hosting aprs-ski events at 39 Decades Lounge on Feb. 11, 13 and 18.

*2016 Maserati Ghibli S Q4 - with superior all-wheel drive*

This is a recurring event for Maserati, following similar Aspen pop-ups in previous years ([see story](#)).

Winter driving experiences are a common tactic of automakers, as they look to give consumers first-hand understanding of their ice-proof features.

Several luxury automakers hosted winter driving events last year to interact with consumers and expose their vehicles in tough driving conditions.

The events last winter may have brought 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](#)).

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