

COMMERCE

Maserati personalizes purchase process via Chase finance solution

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Massimo Bottura outside Maserati headquarters

By STAFF REPORTS

Italian automaker Maserati and banker JP Morgan Chase have partnered to create a new auto finance agreement to offer potential buyers customized financial solutions.

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The newly minted financial brand Maserati Capital USA was announced April 5 and will serve as the exclusive private label financial provider to more than 100 Maserati dealerships across the United States. Working directly with a financial firm will help Maserati buyers through the purchase process, thus ensuring an experience meeting the automaker's standards.

Maserati monies

Maserati Capital USA will provide the automaker dealers and its consumers with customized financial solutions. These solutions will include retail financing and leasing for consumers, with Chase also providing commercial lending and treasury services for Maserati's dealership network.

The experience created for Maserati Capital USA will be consistent with the automaker's tradition of exclusivity and high standards. Maserati and Chase are aligned as well in their focus of "empowering [their] customers to live and experience life any way they choose."

Chase has formed a dedicated team to deliver financing for Maserati consumers. The team includes sales and servicing professionals to support Maserati's dealerships as well as marketing support to extend the brand throughout the purchase or leasing process.



Maserati Gran Turismo Centennial Edition

"Maserati is committed to ensuring that its valued customers have a seamless and highly personalized purchase experience at the retail level," said Christian Gobber, president/CEO of Maserati North America, in a statement. "We are proud to partner with JPMorgan Chase and I am confident that together we will offer well suited finance solutions to efficiently meet our consumers' needs."

Thasunda Duckett, CEO for Chase Auto Finance, commented in the same statement, saying, "We are thrilled to team up with Maserati as their financing partner. Maserati isn't just any car, it's an experience. And Chase prides itself on the experience we deliver to customers during every interaction."

Establishing Maserati Auto USA is just one aspect of Maserati working to cater to the expanding needs of its consumer base.

Likewise, Maserati is the latest automaker to create an upscale SUV. The Maserati Levante, which premiered at the 2016 Geneva Motor Show, is the brand's first SUV and follows the release of Bentley's Bentayga.



Maserati's Levante SUV

The Levante is an all-wheel drive model equipped with both petrol and diesel engines. Its rear has a tapered back window and a streamlined shape typical of the sports car style for which Maserati is known ([see story](#)).

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