

AUTOMOTIVE

Maserati's worldwide sales propelled by growth in Chinese market

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Maserati Quattroporte

By STAFF REPORTS

Italian automaker Maserati has seen significant growth in the Chinese market since partnering with Poly Technologies in 2004.

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Poly Technologies operates Maserati's dealerships in the Chinese markets, a strategy that has resulted in an increased footprint for the automaker and excellent sales. Tapping into a new market can be difficult for luxury brands due to cultural differences, but collaborating with a local partner to enter a region can prove successful if done properly.

Strong sales

Since its joint venture began in Shanghai in 2004, Maserati and Poly Technologies have achieved strong sales within the Chinese market.

Maserati counts China as the second largest single market for its vehicles. Due to demand, the Italian automaker has built a distribution network of dealerships in 40 major Chinese cities.



Maserati Gran Turismo Centennial Edition

Poly Maserati's 3S dealerships are an important sales channel. The most recent flagship dealerships to open are located in Shenzhen and Chengdu, opening their doors March 30 and March 31, respectively.

Showing brand awareness in the market, more than 500 guests attended the opening ceremonies of both dealerships. Guests included senior executives from Poly Technologies and its affiliate companies and Maserati's managing director for China Bo Yaming, as well as local government officials, partner representations and media.



Ribbon cutting ceremony at Poly Maserati dealership in Chengdu

Maserati saw its sales in China increase 150 percent year-on-year to 9,400 models in 2014. The automaker's sales in China increased Maserati's worldwide sales by 137 percent from the prior year.

Keeping its momentum in the market, Maserati sold approximately 7,500 vehicles in China in 2015.

"Maserati expects to significantly expand its network in China in 2016 following its success in the market in 2015," said Mr. Yaming in a statement.

Elsewhere in Asia, British automaker Aston Martin is increasing its retail presence across the region with its first showroom in Seoul, South Korea.

Aston Martin opened the doors to its showroom at 235 Banpo Street in the Seocho-gu neighborhood of Seoul in April 2015. The showroom was the first and only official showroom in all of South Korea and is part of Aston Martin's global expansion, including key markets in Asia ([see story](#)).

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