

AUTOMOTIVE

Maserati shows heart and soul of Quattroporte through character profiles

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Maserati's Quattroporte

By STAFF REPORTS

Italian automaker Maserati is portraying the related yet distinct aesthetics of the two trim options for its new Quattroporte through a lifestyle film.

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Maserati's two-minute campaign film for the sports saloon, "Meet Your Equal," personifies the single heart yet two unique souls that exist in two differently outfitted vehicles. Creating context for these vehicles may help potential owners pick the right option for their own personality.

All in the details

Maserati's Quattroporte was first released more than half a century ago. When it debuted, it was a game-changer, as it put a racing engine in the hood of a sedan.

The automaker's 2017 model year Quattroporte model, available from June 2016, comes with two trims, which each highlight a different aspect of the brand's DNA.

Celebrating Maserati's luxurious detailing is the GranLusso trim featuring an Ermenegildo Zegna Edition interior. Radica wood detailing, a leather steering wheel and silk accents on seats, doors, headliner and sun visors creates an elegant cab.



Maserati Quattroporte with GranLusso trim

GranSport turns the Quattroporte's intimidating look up a notch with a new sports steering wheel in carbon fiber or leather, glossy black wood trim on the dashboard and an optional glossy black front grille.

Showing these trims in action, Maserati released a short film set to Andra Day's "Rise Up."

At the opening, a man in a casual suit is seen walking through a modern house with red accents that mimic the crimson detailing on the GranSport trim. He gets into his white car and shifts into drive while wearing leather driving gloves.

He zips along on a winding road through trees, his engine audible over the ballad.

The scene changes to show a black car traveling up a lengthy driveway towards a woman, who is waiting on a balcony in eveningwear.

Both cars are then seen driving through a town, the one carrying a mother, father and child and the other transporting the couple going out for a night. In a square, the cars pass each other and the passengers acknowledge each other.

The New Quattroporte: Meet your Equal

Maserati has translated its balance of fashion and sport into other endeavors.

The automaker teamed up with Argentine sportswear manufacturer La Martina to showcase its ties to polo and expand its fan base.

#PoloStories is a global social storytelling project anchored by a series of videos, the first of which was released on Friday, May 13. Maserati has a history with polo, so the genuineness of the campaign could help introduce Maserati and La Martina followers to the other brand ([see story](#)).