

AUTOMAKER

Maserati becomes official automaker of London rugby team

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No1 Court progress, All England Lawn Tennis Club, Wimbledon. Thursday 26/04/2018; Image credit: AELTC/ Jed Leicester.

By STAFF REPORTS

Italian automaker Maserati is targeting sports fanatics in a move that aligns itself with a performance-driven brand, London rugby team Harlequins.

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Maserati is now the official automotive partner of Harlequin Football Club, a rugby team in the English Premiership. The auto brand will be featured as part of sponsorships at the Twickenham Stoop Stadium, as well as far-reaching initiatives, including fan experiences.

"We are delighted to announce this partnership with Harlequins," said Mike Biscoe, general manager at Maserati GB, in a statement. "It is a hugely evocative club brand recognized across the globe, and one with extremely similar attributes to Maserati.

"We like to think differently too, so we look forward to seeing where our shared approach leads and having some fun whilst showcasing our range to the club and its fans," he said.

Maserati and rugby

The partnership with the Harlequins is another Maserati endeavor that positions itself with sports genres that cater to the affluent.

Polo, sailing and cycling are a few of the other industries that Maserati looks to in hopes of attracting high-net-worth individuals interested in power and craftsmanship.

Behind every Maserati is the Italian passion for beauty and the defiant desire to compete and win. <https://t.co/Z8gwef3PJK> #MaseratiLevante pic.twitter.com/FIYwLnXWdW

Maserati (@Maserati_HQ) May 4, 2018

"Maserati is a wonderful partnership for the club because of our shared values and goals," said Ned Wills,

commercial director at Harlequins, in a statement. "At Harlequins we bring the spirit of innovation, ambition, passion and courage to everything we do.

"Like Maserati we have a strong heritage but are continuously looking to improve," he said. "This will be a great partnership with a lot of entertaining and exciting times ahead for both Harlequins and Maserati."

The Italian automaker also recently reimagined its customer experience strategy to boost sales and brand equity around the world.

Maserati has appointed Accenture Interactive as its global experience agency to support the end-to-end customer journey. Accenture Interactive will be responsible for Maserati's digital brand strategy, advertising, content product, campaign management and analytics services ([see more](#)).

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