

AUTOMOTIVE

Maserati gathers luxury partners for Cannes Yachting Festival

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Maserati is partnering with the Cannes Yachting Festival. Image courtesy of Maserati

By STAFF REPORTS

Italian automaker Maserati is giving yacht enthusiasts a firsthand look at its vehicles through a partnership with the Cannes Yachting Festival.

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Maserati is returning as the official car of the event for the second year, a role that includes acting as a chauffeur for VIP guests and providing hospitality in an on-site lounge. Throughout the festival, Maserati will be showcasing its vehicles through hands-on experiences.

By land and by sea

Throughout the festival, consumers will be able to test drive cars from Maserati's 2019 lineup, including the Levante SUV, the Quattroporte and the Ghibli.

A "Drive & Sail" program will allow consumers to get a feel for Maserati on both land and water. Happening from Sept. 13 to 15, the experiences will let visitors take the cars on the road and climb aboard the Maserati Multi 70 sailboat.



Maserati Multi 70. Image credit: Maserati

Maserati will also be hosting a lounge at the Vieux Port, Palais 239. Here, consumers can test drive the automaker's vehicles and explore the broader Maserati brand lifestyle.

Bulgari will be presenting its Octo Maserati timepieces, including the GranLusso and GranSport editions.

Meanwhile, Ermenegildo Zegna will highlight a capsule collection from its sporty ZZegna line, which is designed to offer technical fashion for sailing and yachting.

Aside from the Maserati Lounge, Zegna's capsule will be available at Zegna's Cannes boutique during the festival.

A fleet of Maserati cars including the Quattroporte and the Levante will act as chauffeurs for VIP guests of the show.

Beyond test drives, Maserati has sought to give consumers varied experiences behind the wheel.

In 2016, Maserati demonstrated the snow-friendly properties of its Q4 all-wheel drive system with a limited engagement in Aspen, CO.

Consumers were 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 ([see story](#)).

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