

AUTOMOTIVE

Maserati follows affluent crowd to wintry destinations

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Maserati was a sponsor of the Snow Polo World Cup in St. Moritz. Image courtesy of Maserati

By STAFF REPORTS

Italian automaker Maserati is heading to winter resorts to reach the affluent on their seasonal holidays.

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The Maserati Winter Experience will span five countries, as the brand hosts test drives, events and displays. For Maserati, this initiative will act as a launchpad for its 2019 models, allowing consumers to try out the vehicles in winter's adverse conditions.

Maserati on ice

This past weekend, the Maserati Winter Experience kicked off in St. Moritz with the Snow Polo World Cup. Maserati acted as team sponsor and official car of the event, and Cartier was an additional sponsor.

The weekend included polo matches and a snow-driving experience. At the Polo Village, Maserati presented its limited-edition Levant Vulcano, of which only 150 were produced for the European and Asian markets.

Consumers could also test drive Maserati's 2019 model year vehicles on mountainous terrain and the iced over Samedan Lake.

Future Maserati winter events will be held at Kitzbhel, Ortisei and Selva in the Dolomites, Baqueira and Andorra in the Pyrenees.



Maserati's flagship in St. Moritz. Image courtesy of Maserati

British automaker Rolls-Royce is similarly catering to ski-enthusiasts, a group that has significant crossover with its affluent audience.

Rolls-Royce will be hosting a pop-up presence in the Alpine resort of Courchevel 1850, a luxury ski destination. The automaker will show off its new Cullinan model as well as its Drophead Coup, Dawn on location for affluent skiers to acquaint themselves with the models ([see story](#)).

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