

AUTOMOTIVE

Maserati celebrates its master courses in its latest season

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Master Maserati Driving Courses 2019. Image credit: Maserati

By STAFF REPORTS

Italian automaker Maserati is spotlighting the 20-year birthday of its special driving course program with special new courses in partnership with a European driving center, the Centro Internazionale Guida Sicura.

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A new season of Master Maserati Driving Courses begins this week, as it celebrates the first course that was held in 1999. Maserati will host 11 events throughout the year, concluding on Nov. 7, taking place at the Centro Internazionale Guida Sicura in Italy.

Master of the Maserati

Twelve Maserati fans attended the first Master Maserati program 20 years ago, which was held for two days.

Well-known former F1 driver Andrea de Adamich took customers behind the wheel of 3200 GT coupes for a series of experiences on throughout a circuit, providing teachings and feedback.

Maserati notes that since then more than 500 Master Driving Courses have been held.

This year, five different formats will be offered while driving the Maserati Trident vehicles.

Varano de' Melegari's "Riccardo Paletti" track will feature four difference courses focused on circuit driving in models Quattroporte, Ghibli, GranTurismo, GranCabrio and Levante. Another course will allow companies to focus on team building with a tailor-made driving course.



Maserati invites fans of all expertise with for its 2019 master classes. Image credit: Maserati

In addition to current Maserati owners, aspirational owners are invited to join the courses.

The Italian automaker also recently headed to winter resorts to reach the affluent on their seasonal holidays.

The Maserati Winter Experience spanned five countries, as the brand hosted test drives, events and displays. For Maserati, this initiative acted as a launchpad for this year's models, allowing consumers to try out the vehicles in winter's adverse conditions ([see story](#)).

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