

AUTOMOTIVE

Maserati holds tour from Paris to its headquarters

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Maserati's tour. Image credit: Maserati

By STAFF REPORTS

Italian automaker Maserati is launching its enduring tour for charity that sees participants journey on bicycles as well as its vehicles.

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Maserati's Paris-Modena tour has started for its sixth edition, with various cyclists and Maserati fans tackling mountain passes, alternating physical activity with driving. The tour raises money for the Rves charity, an initiative that makes dreams come true for seriously ill children.

Racing for charity

Participants left from Paris on June 2. Alternating between cycling and driving, they will cross Provence with the challenging climb of the iconic Mont Ventoux, continuing on to the French Riviera and Gorges du Verdon.

The tour will head to Tuscany and follow the same bike path as the Eroica bike race.

A total of 30 cyclists are participating in the tour, including former French racing driver and actor Paul Belmondo, Italian national cycling team coach Davide Cassani and cyclists Alessandro Ballan, Marco Velo and Niccol Bonifazio.

A fleet of Maserati vehicles including models such as Maserati Levante, Ghibli and Quattroporte and other FCA Group vehicles is escorting the tour.



Image credit: Maserati

There are various stages of the tour including Nice, Tuscany and Sienna, between which there will be a flight from Nice to Grosseto. Eurofighters of the 4th Wing will greet the tour upon landing.

The final stage will bring the tour to the Panini Museum with an important collection of Maserati models.

Maserati's tour will complete at its headquarters on June 9.

Merida Italy has provided the MC Alloy Maserati e-bikes for participants.

The Italian automaker recently spotlighted 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.

A new season of Master Maserati Driving Courses began this past month, 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 ([see story](#)).

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