

AUTOMOTIVE

Maserati blends culture, auto to celebrate a double anniversary

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Maserati MY19 Range at China Gran Tour. Image credit: Maserati

By STAFF REPORTS

Italian automaker Maserati is focusing on China with a special tour celebrating local culture for its 15th anniversary in the region.

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Simultaneously celebrating the brand's 105th birthday as well as its 15th year having a presence in China, Maserati's tour kicks off with an event at Shanghai Port International Cruise Terminal. The one-month long tour will take participants through a variety of culturally significant places in China.

Driving through culture

Maserati's iconic logo will be projected on the side of the Shanghai International Port Group building. Below the projection on street level will be a collection of Maserati models, lined up to form the number 15.

The tour itself will take drivers on an M shape throughout China.

Starting at the Yangtze River Delta, the tour will drive past its iconic scenery and up through the Wuyanling National Nature Reserve. Drivers will be able to participate in unique cultural experiences along the way, such as ancient letterpress printing.

Next, the group will travel through ancient cities along the Taihang Mountains featuring a look into unique Chinese culture. Throughout this journey, participants will see the Northern Wei to the Tang and Song Dynasties.

From there, the tour will travel along the Silk Road, where 2,000 years ago ancient civilizations traveled between Asia and Europe.

Ending the tour, the group will drive from Dunhuang to Chengdu.



Maserati's Levante. Image courtesy of Maserati UK

The Maserati drivers will experience the vehicles' impressive power and control while traveling through the snow capped mountains.

Tours such as this are an important part of Maserati's brand culture, creating a strong community around more than just its vehicles.

The automaker also just underwent its enduring tour for charity that saw participants journey on bicycles as well as its vehicles.

Maserati's Paris-Modena tour just completed 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 ([see story](#)).

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