

AUTOMOTIVE

## Maserati reaffirms faith in Middle East with largest showroom in its network

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*Maserati's Dubai showroom is the biggest in its global network, indicating its confidence in the Middle East market and its affluent customer base in that region. Image credit: Maserati*

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By STAFF REPORTS

Italian automaker Maserati has launched its largest dealership in the world in Dubai, the United Arab Emirates playground of the rich and super-rich in the Middle East.

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The showroom on Dubai's Sheikh Zayed Road, run by Al Tayer Motors, has the largest display area of any Maserati dealership worldwide. At 3,644 square meters, it is four times as large as the previous showroom it replaced.

Al Tayer Motors sells leading European and U.S. cars across its U.A.E. dealer network.

Race to deliver

Visitors to the **showroom** can shop for **Maserati** models such as the Quattroporte flagship, Ghibli sports sedan, Levante sports utility vehicle, and the GranTurismo and GranCabrio sports cars.

Delivering an experience to customers and prospects underlines everything in the showroom, from the design to the facilities and even the hours of operation to accommodate those before or after work.



*Al Tayyar Motors Maserati showroom in Dubai. Image credit: Maserati*

Spread over five floors, the showroom also has two underground levels for parking and a handover suite for customers collecting their cars.

There is also a customer lounge with an Italian coffee bar and a customization section with paint, leather, wood and other interior and exterior trim samples.

THE MASERATI Certified Pre-Owned program is on the first floor. Every vehicle is vetted via a 121-point check with body re-conditioning and factory-standard service.

Environmentally friendly technology has been used for the water, air conditioning and lighting systems, including LED and motion sensors to reduce energy costs.

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