

AUTOMOTIVE

Maserati piques customer interest with behind-the-scenes access to innovation lab

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Maserati Innovation Lab's dynamic simulator. Image courtesy of Maserati

By STAFF REPORTS

Italian automaker Maserati has opened the doors to its innovation lab, a normally off-limits area where its current and future cars are developed.

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The engineering hub was launched in September 2015 as the center of its research technology, development and planning. The lab is situated on Via Emilia Ovest in the Italian city of Modena.

Opening the lab to customers and prospects gives them an idea of how the sausage is made, thus strengthening the links between product and end-owner.

Many automakers, including BMW, Rolls-Royce Motor Cars and Bentley Motors, offer access to some part of the manufacturing process.

Under the hood

The Maserati lab blends both human and digital processes, using virtual simulation with a mix of hardware and software.

The digital processes supporting product development take place in three major areas: the Static Simulator, the latest generation Dynamic Simulator featuring driver-in-motion technology and the "User eXperience" development labs.



Maserati Innovation Lab's Sky Light Simulator. Image courtesy of Maserati

The product development hub, as the technical department is called, employs more than 1,500 technicians split across the Modena offices on Via Emilia Ovest, Viale Ciro Menotti, via delle Nazioni and in the headquarters of Grugliasco and Balocco.



Opening the Maserati Innovation Lab. Image courtesy of Maserati

THE LAB headquarters in Via Emilia Ovest covers a total area of 33,744 square meters, of which 14,000 square meters are covered and 19,744 square meters uncovered. More than 1,100 people carry out their activities, the majority of which are engineers, representing 17 different countries.

The workforce has an average age of around 37 years. Almost half of the employees are under 35 and 20 percent are under 30. The organization has grown in recent years, with graduates from leading Italian universities, including those that collaborate with Maserati.

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