

AUTOMOTIVE

Maserati readies plans to launch electrified range of vehicles

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Maserati plans to go electric for a range of vehicles. Image of Maserati trident courtesy of Maserati

By LUXURY DAILY NEWS SERVICE

Italy's Maserati will develop, engineer and built all its models in its home country as it adopts hybrid and battery electric propulsion systems for its cars.

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The Modena-based company made public the decision soon after announcing the testing of new electric power plants that will go into future Maserati models.

Now, Maserati is about to commence its electrification program with the new Maserati Ghibli as the first hybrid car under that plan.

Charging ahead

Production of the Maserati GranTurismo and GranCabrio the first cars from the automaker to be 100 percent electric will start next year.

The two models will be built at the company's Mirafiori production hub, backed by \$867 million in investment.

Maserati claims the latest versions of the GranTurismo and GranCabrio, have totaled more than 40,000 units sold from 2007 to 2019.

The Mirafiori will be positioned as a hub for electrification and mobility. A major chunk of its capacity will be allocated to automaker's new electric-run cars.

THAT SAID, Maserati's Modena headquarters will continue to modernize and churn out vehicles, including a new super sports car packed with technology and offering an electric version as well.

In keeping with sports car makers' launching an SUV, Maserati is investing \$867 million to construct a new production line for that line of vehicles. The first pre-production cars will come off the line by next year.

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