

AUTOMOTIVE

Maserati partners with Italian chef for special edition vehicle

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Massimo Bottura is the chef patron of Osteria Francescana, a three-Michelin-star restaurant based in Modena, Italy. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati has released a special edition of its Levante SUV in collaboration with Michelin-star Italian chef Massimo Bottura.

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Born and raised in Modena, Mr. Bottura is a restaurateur and head chef of Osteria Francescana, which was voted **World's Best Restaurant** in 2016 and 2018. Levante Trofeo Fuoriserie is the outcome of the creative partnership between the brand and renowned chef, who both originate from Italy's Emilia region, and aims to express freedom of expression.

Taste of speed

The first Maserati SUV, Levante combines performance and speed with a 580 horsepower V8 engine, in the top-of-the-range Trofeo trim.

This special edition Fuoriserie Edition's Blu Stradale exterior is painted with multi-colored splashes, also featured on the interior inserts, the central console and the dashboard, creating a Maserati that is an explosion of creativity from different points of view.

Growing up in the Motor Valley, the chef loved racing through the Emilian countryside in vintage cars with his older brothers. At the end of these adventurous days, the cars' bodies were covered with splashes of mud, or "acing scars," as the chef calls them.

This special Levante Trofeo belongs to the Maserati Fuoriserie customization program, with its various options allowing customers to have a Maserati tailored to their tastes.

Maserati Fuoriserie intends to serve as a blank sheet of paper, leaving the majority of its appearance to the inspiration of the customer, allowing them to express their own, personal creativity.



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A post shared by Maserati (@maserati)

Maserati aims to highlight Italian craft with the collaboration with Mr. Bottura

Maserati has created three basic collections as starting-points: Corse, Unica and Futura. The program offers a set of contents on the Ghibli, Quattroporte and Levante range.

New external paints and wheel and brake caliper colors are available for order, as well as specific cabin combinations with different stitching color schemes and interior layouts. The new MC20 super sports car can also be customized, characterizing the exterior with a selection of colors and paint works.

The Fuoriserie collections are to be enriched and renewed over time, and the program also features the additional "Sartoria" level, for more tailor-made requirements.

The Levante Trofeo Fuoriserie Edition for Massimo Bottura, presented during Motor Valley Fest 2021 in Modena, embodies a concept of creativity that the Maserati Fuoriserie customization program and Massimo Bottura share: the creativity to be open to experience, vulnerable to beauty and willing to discover one's true self through encounters with others.

This is not the first time Maserati has crossed disciplinary borders.

In June, the automaker collaborated with Japanese musician, designer and visual artist Hiroshi Fujiwara, blending the energies of music, street culture and cars.

Presented in an exclusive global premier in Tokyo, the artist designed two special editions of the Maserati Ghibli, Operanera and Operabianca. The encounter between the visual codes of the automaker and the street style of Mr. Fujiwara's brand, fragment design, introduces an exclusive collection of 175 vehicles for global distribution ([see story](#)).

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