

AUTOMOTIVE

Maserati joining luxury retail experience in London

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Rendered facade of the new retail space in London. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italy's Maserati has announced it will be the sole automotive brand at Situ Live, a new retail experience opening at retail hub Westfield London in the fall.

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The brand's involvement with Situ Live marks a new approach to both its physical and automotive retail experiences, and aims to provide visitors the opportunity to more personally connect with the brand. Visitors of Maserati at Situ Live will be able to immerse themselves in the brand at their own pace, alongside other luxury lifestyle brands.

"Being part of Situ Live is a really exciting step in Maserati's retail experience, it complements our existing retail network, and marks a unique way for a car brand to engage with audiences in a shared and immersive way," said Peter Charters, general manager of Maserati North Europe, in a statement.

"Being alongside other like-minded innovative brands, it felt only right that we should launch at Situ Live with our all-new MC20 super sports car," he said. "Visitors to our highly engaging space will also be able to deep dive into our Fuoriserie personalization experience, and over time will see our space evolve as we launch new Maserati models."

Situ Live

Located on the first floor of Westfield in West London, Maserati will launch its retail space at Situ Live with the new MC20 sports car alongside a space devoted to Fuoriserie, the brand's personalization program.



The MC20 sports car with Nettuno V6 engine. Image credit: Maserati

The MC20 is powered by Maserati's own V6 engine, Nettuno, producing 630 horsepower, reaching 62 mph in less than 2.9 seconds and reaching a top speed of over 200 mph.

Having made its UK debut only months ago at the Goodwood Festival of Speed, shoppers at Westfield will be among some of the first to see and interact with the car in person.

The MC20 is priced from 190,275 pounds, or \$263,558 at the current exchange rate, and is available to order through the Maserati dealer network.

In July, Maserati released a special edition of its Levante SUV in collaboration with Michelin-star Italian chef Massimo Bottura. 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 ([see story](#)).

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