

AUTOMOTIVE

Maserati, David Beckham highlight Fuoriserie customization program

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The MC20 Fuoriserie Edition for David Beckham serves as a love letter to the city of Miami, the home of the soccer superstar's US football club. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker **Maserati** is once again teaming up with a champion to customize an automobile that joins stylish and sporty.

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The MC20 Fuoriserie Edition for David Beckham has transformed sports icon David Beckham from automaker ambassador to designer with the help of the Maserati Centro Stile. Mr. Beckham and Maserati produced a customized car that reflects the performance and sportiness inherent in both parties, while inviting consumers to design their own bespoke vehicles.

"Maserati Fuoriserie is a blank canvas, on which Maserati clients can write their own stories and unleash their creativity, making their dreams come true," said Klaus Busse, head of Maserati design, in a statement.

"Designing this special edition MC20 with David, as with all our Fuoriserie projects, is also an ode to the Brand's past, taking us back to a time when every car was hand-built to the client's requests, giving life to a one-off, a true fuoriserie."

Maserati Fuoriserie

The new effort with Mr. Beckham falls under Maserati's Fuoriserie customization program, inviting consumers to create their own bespoke Maserati vehicles. The program offers each consumer a Maserati Fuoriserie as a blank canvas with myriad customization tools to reflect an individual's taste and personality.

The MC20 Fuoriserie Edition for David Beckham serves as a love letter to the city of Miami, the home of the soccer superstar's US football club. With Mr. Beckham's contribution to the design, the automobile reflects the concepts of sportiness and performance.



The new effort with Mr. Beckham falls under Maserati's Fuoriserie customization program, inviting consumers to create their own bespoke Maserati vehicles. Image credit: Maserati

The collaboratively-designed vehicle, made in Italy, is powered by a patented V6 petrol engine derived from Formula 1 technologies. Video and photo assets illustrate the aesthetics of the vehicle and its place in Miami.

"I have always been a car enthusiast, so to be part of designing and creating my MC20 through the Fuoriserie customization program has been an amazing experience," Mr. Beckham said in a statement.

"Cars are about individual taste whether it's the model, color or small personal details on the inside," he said. "It has been incredible to collaborate with the Maserati team and designers to create this one-off car that is inspired by my second home, Miami and my football club there."

Earlier this year, Maserati showcased the spirit of a life filled with equal parts business and enjoyment with an effort starring Mr. Beckham.

The short film, launching a partnership between the athlete and automaker, follows Mr. Beckham in a cherry-red Levante Trofeo SUV across Miami. This fun and fast-paced vignette illustrates to viewers that as a decorated soccer player, Mr. Beckham reflects Maserati ethos in that he too embraces the excitement inherent in the unexpected ([see story](#)).

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