

AUTOMOTIVE

## Maserati streamlines car-buying experience with new digital platform

December 5, 2022



Maserati makes car buying easier with "My Maserati Showroom" platform. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is streamlining customers' experience buying its vehicles with a new digital platform called "My Maserati Showroom".

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The platform provides more easily accessible information to the customers, arming them with further education before they buy. Users of "My Maserati Showroom" can explore the usability, technology, age and style of potential cars.

Customers can also browse dealerships near them for a virtual checkout, differentiating between the choices that surrounding dealerships offer them, before deciding with which one to go.

When they see one that suits what they want, they can pick it and that dealership will deliver the car to their home. There is no need to even leave the house.

From home, users of the platform can also learn about the services and warranties that come with the car they are interested in, and order test drives.

### Show and sell

This platform keeps the entire process centered around the buyer and their needs, rather than the seller.

One of those needs that was considered in the development of the platform is that for flexible payment options.

Users of "**My Maserati Showroom**" can access the payment plans of differing cars, total cost calculators and submission forms for credit evaluation.

Another part of the experience considered was that of leveraging older vehicles. Customers can now find out how much they would receive for trade-ins, making the purchasing process more doable for more consumers.

The next innovation will be the implementation of expert chat rooms, so that those interested can learn about the models from those who are in the industry. This also furthers the accessibility of the brand.

Maserati's effort is a modernization of previous purchasing processes, acknowledging the drive for accessibility and growing demand by customers to have buy-from-home options. This has been especially popular across industries since the beginning of the pandemic.

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.