

AUTOMOTIVE

Maserati celebrates GranTurismo milestone with limited-edition release

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The Maserati GranTurismo PrimaSerie Anniversary Edition with Corse red accents. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is paying homage to 75 years of racing history with a special-edition drop.

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The brand's grand touring advances have existed at the intersection of luxury and power since the mid-20th century, beginning with the Maserati A6 1500. Now, the automaker is announcing the release of a special GranTurismo PrimaSerie edition, in celebration of the anniversary milestone arriving in two configurations, production is limited to 300 models only.

Racing ahead

Those who wish to celebrate Maserati's 75th anniversary of grand touring vehicles with their own 2024 GranTurismo PrimaSerie Anniversary Edition have a choice of four total styles, two being electric models.

The first is introduced in Grigio Lamiera Matte, with accents in Corse red. The bodywork of this version is reminiscent of that done by founding Maserati member Alfieri Maserati.

Another version is Nero Cometa, which offers accents in mint green.

The brand reports that two special editions of the electric GranTurismo are to come in variations of either a blue or copper coloring. No official pricing has been listed.

The evolution of an icon.

75 years ago many thought we were crazy to put racing speed in a luxury car. And then, they didn't.

Buckle up and enjoy the best of these 75 glorious years of grand touring.

GranTurismo. The Others Just Travel. [#MaseratiGranTurismo](#) [#Maserati](#)
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Design-wise, each exterior will feature a 75th-anniversary logo on the center of the vehicles' wheels and headrests. In addition to detailing, each unit will, of course, come with features emblematic of the grand touring model an aerodynamic design created in Italian artisan tradition, cutting-edge user technology, and, with both models derived from Maserati's Trofeo finish, 550 hp stemming from the automaker's V6 3.0L twin-turbo engine.

In light of the occasion, Maserati's marketing team has gone live with complementary anniversary creative, tracing progress through the years.

Interested parties can visit Maserati's [website](#) for more information. The brand has recently made related efforts to make all vehicle specs more easily accessible from its site.

In December of 2022, Maserati debuted a new digital platform entitled "My Maserati Showroom," which allows customers to more readily access details about potential purchases such as usability, technology, age and style ([see story](#)).