

AUTOMOTIVE

Maserati debuts fully-electric vehicles at 2023 Shanghai Auto Show

April 20, 2023



Preparing for its gas-free future, the brand presented the EVs ahead of their expected September 2023 launch in the American market. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is showing off its latest electric innovations on the international stage.

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Part of the first-ever EV Maserati line, the brand has presented the Grecale Folgore SUV and GranTurismo Folgore EV as part of 2023 Shanghai Auto Show programming, taking place from April 18 through April 27. The move brings the company one step closer to a goal of full electrification by 2030.

"It's a defining moment for the Maserati brand," said Davide Grasso, CEO of **Maserati**, in a statement.

"Today, we're in China at the Shanghai Auto Show; we're in Italy for the cosmopolitan Milano Design Week event; we're all over the world celebrating the future: it's a new beginning for the brand," Mr. Grasso said. "We're celebrating Folgore, the electrification plan that has become a reality and is ready to pave the way in this revolutionary era.

"I'm very excited to be here in Shanghai, which is not only an international exhibition but also a global platform for innovation and the ideal place to unveil the first electric models in the history of Maserati."

Sparking change

At the event, Maserati not only introduced the Grecale Folgore model to the world but introduced the GranTurismo Folgore EV to the APAC market as well.

The latter model is the brand's very first EV, originally unveiled in 2020 ([see story](#)) and set to become available in the United States by September 2023. The vehicle sparked the aforementioned title, "Folgore," meaning "lightning" in Italian.

We call it Folgore energy.

It's the excitement that comes naturally upon discovering how electrifying driving the

GranTurismo Folgore is.

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Maserati (@Maserati_HQ) [April 13, 2023](#)

According to Maserati, the GranTurismo Folgore EV can reach speeds of 60 mph in 2.7 seconds, thanks to three electric motors offering 818 horsepower.

The new Grecale SUV offers more than 500 horsepower and a maximum speed of over 124 mph, made possible by 100 percent electric propulsion. Like the GranTurismo, the model will be available for purchase by the fall.

Maserati used Econyl, a material comprised of repurposed fishnets, for the seats within both EVs, providing an added level of sustainability to the range.

A wave of electric energy has swept through Monaco.

On and off the tennis court.

The full-electric [#MaseratiGranTurismo](#) Folgore is redefining the possibilities of luxury grand touring.

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In 2021, Maserati released its first hybrid SUV ([see story](#)), in line with the automaker's commitment to creating electric versions of each traditional model by 2025. By 2030, Maserati will stop releasing gas-powered vehicles altogether as part of the all-electric transformation.

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