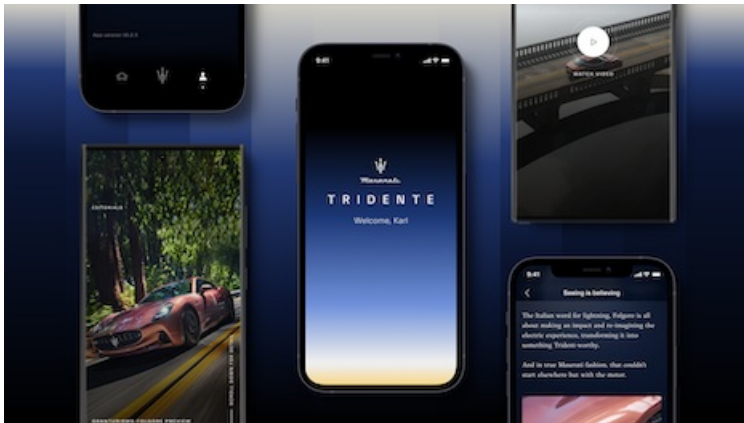


AUTOMOTIVE

## Maserati launches first-ever membership program

June 20, 2023



Users will gain access to product previews, content and more via a new app. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is appealing to clients and fans alike with a digital debut.

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Dubbed "Tridente," the company's first membership program officially launches online, tying in a number of offline exclusives for paying customers. Amping up exclusivity, users will gain access to product previews, content and more via a new app.

"Luxury is becoming more and more about experiences, and our role at Maserati beyond the excellent quality of our cars is to craft with our passion and creativity experiences that immerse our consumers in our Italian heritage made of performance, innovation, and design," said Davide Grasso, CEO of **Maserati**, in a statement.

"The Tridente membership program is a movement in which we want to create unbreakable bonds between Maserati, our passionate fans, and our loyal clients by creating bespoke experiences centered around them, exclusively available through our Maserati Tridente app."

**Bolstered benefits**

"Tridente" presents a series of fresh touchpoints and curated insights for Maserati drivers, clients, aficionados and multi-garage owners.

The program houses five pillars, namely Maserati exclusives, cultural encounters, editorial storytelling, international events and curated driving experiences. The app features specialty travel guides, sneak peeks at upcoming drops, articles and bespoke escapades.

Introducing the Tridente Membership Program, a loyalty program designed for clients and car enthusiasts. Download the app for exclusive content and previews, passion is all you need to enter. <https://t.co/4zHX5m2EJu#Maserati> [pic.twitter.com/wXKBNAatkZ](https://pic.twitter.com/wXKBNAatkZ)

Maserati (@Maserati\_HQ) **June 20, 2023**

Tridente membership is divided into three tiers, each encompassing a differing level of loyalty. The "Blue" tier is for fans, while "Platinum" is for owners of Maserati's MC20, GranTurismo and MC20 Cielo spyder models.

A "Diamond" tier is reserved only for those who possess the ultra-limited super sports car Project24 or the high-performance single-seater GT2.

Editorial content and previews of special merchandising releases are available in Maserati's app for those occupying the program's Blue tier, while Platinum members additionally enjoy private factory tours in Modena, local experience invites, early access to limited edition vehicle lines, guides to scenic driving routes around the globe and personalized accessories.

The top tier, Diamond, offers even more heightened levels of customization. Members of this group enjoy a bevy of bespoke experiences, including a private consultation with Klaus Busse, head of design at Maserati, who will help clients create their own sports car.

Rides in classic models and invitations to global events such as the Formula E race or Monterey Car Week are also included in the Diamond membership. Maserati has been pushing custom options as of late, recently announcing new Fuoriserie Essentials models with the help of a global brand ambassador ([see story](#)).

Maserati Tridente is now available in the App Store and Google Play Store in Italy, Germany, Switzerland, the United Kingdom, Belgium, France, United Arab Emirates, Japan, South Korea, the United States, Austria and the Netherlands.

Following the initial rollout in Italy and China, the membership program will roll out in Asia and Europe in 2024, entering North America a bit earlier, sometime in 2023.

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