

AUTOMOTIVE

Maserati Americas debuts new showroom design concept, names new CEO

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Located near Boston, the space reserves just over 3,000 square feet for gallery-like display structures involving the latest Maserati models. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is launching modern retail updates stateside.

The brand is unveiling a new showroom, following similar global openings in Milan and London, among other cities. Located near Boston, the space reserves just over 3,000 square feet for gallery-like display structures involving the latest Maserati models.

"We identified Boch Maserati as the ideal place to launch our first North American retail store as they have a passionate customer base who will embrace our pillars of performance, style and innovation," said Bill Pepper, former CEO of Maserati Americas, in a statement.

"Luxury is about emotion and connection," Mr. Pepper said. "This thoughtful new space brings that mindset to life by putting a strong focus on configuration, customization and our unique Fuoriserie program to encourage hands-on, interactive explorations of Maserati's capabilities."

New showroom space

Innovative additions surround inventory at Boch Maserati in Norwood, Massachusetts.

The grounds now more closely resemble a luxury fashion boutique, restaurant or private club than a traditional dealership, according to the minds behind the bricks-and-mortar project.



Innovative additions surround inventory at Boch Maserati in Norwood, Massachusetts. Image credit: Maserati

More than 7,450 total square feet are filled with curated exhibits, central lounges and consultation rooms featuring high-resolution MXE 3D configurators, exposing clients in North America to the concept for the first time.

Beginning in 2024, several additional locations across the continent will adopt the blueprint, crafted by New York-based design firm, Eight Inc.

An introductory event attended by a crowd of 200 took place on the evening of Nov. 29, 2023, and celebrated the new fleet of Maserati vehicles.

The all-new Maserati Grecale Trofeo SUV joined the GranTurismo ([see story](#)), MC20 Cielo, MC20 Coupe and dealership owner Mr. Boch's treasured Classic Maserati Collection.

"We're honored to spearhead the new retail concept in the Americas," said Ernie Boch Jr., president of Boch Maserati, in a statement.



In other news, Maserati North America has named Kelly MacDonald CEO of the region, effective Dec. 1, 2023. Image credit: Maserati

"The new showroom is the embodiment of modern Maserati allowing clients to bring their passions to life in an inviting, creative space that doesn't feel like a typical auto retail setting," Mr. Boch said. "We look forward to beginning this new chapter and the future of the Maserati brand."

The architectural premiere arrives in the U.S. one year after the concept debuted in Milan's historic Magenta district.

In other news, Maserati North America has named Kelly MacDonald CEO of the region, effective Dec. 1, 2023.

Having joined the company this year as chief marketing officer, the executive carries more than 25 years of leadership experience in the automotive industry, previously serving as senior director of North American sales at American electric vehicle manufacturer Lucid Motors.

Ms. MacDonald succeeds former Americas CEO William Peffer Jr., who has accepted the Jeep North America CEO position

within Stellantis.

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