

AUTOMOTIVE

# Maserati activates at Rolex Monte-Carlo Masters tournament

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The brand also serves as the official car of the tournament. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker **Maserati** is going all out for its sponsorship of Swiss watchmaker Rolex's latest branded sporting event.

Kicked off on April 6, the Rolex Monte-Carlo Masters tennis tournament is being backed by the automotive label for the third year running. To celebrate the occasion, the company is showcasing two of its staple sports cars, one of which displays a design specifically created for the courts.

## On-court action

As the official car of the tournament, Maserati brought out its GranCabrio Trofeo convertible and a special Maserati MC20 Cielo model, titled the "Opera d'Arte" or "Work of Art."

The latter vehicle was crafted by the Maserati Fuoriserie division, which is dedicated to making custom cars. Described as a "masterpiece on the move," the MC20 Cielo has been outfitted with an abstract, art-inspired body, with blues, oranges and yellows bursting on each panel all painstakingly hand-painted by the artisans under the automaker's umbrella.



The GranCabrio Trofeo is a topless convertible version of the longstanding GranCabrio model. Image credit: Maserati

Also on display is the GranCabrio Trofeo, as the company continues its marketing push for the variant ahead of the summer months, when vehicles of its kind are most prevalent on roadways. Just weeks ago, Maserati released a high-energy, short film highlighting the seasonal activities possible while driving the refreshed automobile ([see story](#)).

During the Rolex Monte-Carlo Masters which will run until April 14 competitors and guests will be transported around the grounds in Maserati Grecale, Levante, Ghibli and Quattroporte models. Visitors will also be able to test drive the Trident's MC20 Coupe, MC20 Cielo, GranTurismo and Grecale cars.

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