

AUTOMOTIVE

Maserati turns focus toward all-electric fleet at ‘Folgore Day’

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Held April 15 in Remini, Italy, the brand dedicated an exclusive event to its latest GranCabrio Folgore entry -- a convertible EV. Image courtesy of Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker **Maserati** is ushering in a new chapter.

This week, the brand dedicated an exclusive event in Remini, Italy to its latest GranCabrio Folgore entry -- a convertible EV. Unveiled during what the company has dubbed “Folgore Day” on April 15, the model arrives alongside a star-studded campaign, a newly-announced yachting project and more, as Maserati turns its focus toward electric mobility.

Electric push

Titled after the vehicle range’s name, the event was recorded and is now live on Maserati’s YouTube channel.

Italian actress Matilda De Angelis and Italian astrophysicist Edwige Pezzulli kicked off the evening affair, speaking about the 110-year history of the automaker.

A world premiere of the Maserati GranCabrio Folgore followed. The car will take a “leading role” in the company’s electric expansion.

The event featured a world premiere of the Maserati GranCabrio Folgore

Klaus Busse and Davide Grasso, the head of design and CEO of Maserati, respectively, filled press and other industry insiders in on specs and features during subsequent speeches.

The sports car’s design emphasizes comfort and craftsmanship. According to Maserati executives, it is also the first entirely electric convertible offered in the luxury sector and is the fastest model on the market.

Earlier in the day, Mr. Grasso spoke at a morning press conference where he touched on similar topics, highlighting innovation and dedication to an electric future.

Joined by chief marketing officer Giovanni Perosino, the CEO covered Maserati’s long-term goal: by 2028, Maserati’s entire Trident range will be completely electric.

The vehicles will continue to be designed, developed and produced in Italy. Modena and the Viale Ciro Menotti plant will be at the

center of this endeavor.



An all-electric water vessel will soon join the brand's range. Image courtesy of Maserati

Davide Danesin, head of engineering at Maserati, and Mr. Busse also contributed to Folgore Day programming.

The executives introduced the three concepts that will drive its next phase: electric mobility, the Maserati Fuoriserie customization program, and Tridente, the manufacturer's new electric motorboat made in collaboration with Italian marine technology company Vita Power.

Attendees were among the first to view Maserati's latest campaign.

Maserati presents its latest Folgore campaign

Starring Italian singer Damiano David, the content at the center of "It Turns You On" spotlights the GranCabrio Folgore.

Captured by Italian director Gabriele Mainetti and Italian photographer Diego Indraccolo, Mr. David narrates a campaign video showcasing the brand's full EV range, the first of which was released last year ([see story](#)). Stills for the campaign were taken by Italian photographers Paolo Zerbini and Max Sarotto.

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