



**MASERATI**

Harald J. Wester



MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

JALOPNIK

Search

## This Epic Maserati Ghibli Commercial Just Won The Super Bowl



Zac Estrada

Filed to: SUPER BOWL AD WATCH 2/02/14 6:46pm

97,768 🔥 24 ★



*"Maserati's first Super Bowl ad deserves to be remembered because it was a beautiful, breathtaking surprise not watered down by drawn-out teasers or unnatural celebrity cameos. And at the end of 90 seconds, it left you asking, What was that?"*

*"That's how you sell a car."*



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THE ABSOLUTE OPPOSITE OF *ORDINARY*





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THE ABSOLUTE OPPOSITE OF ORDINARY



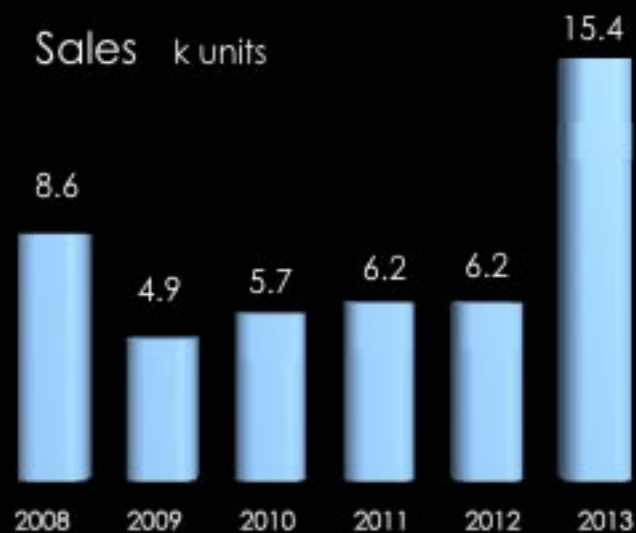


MASERATI

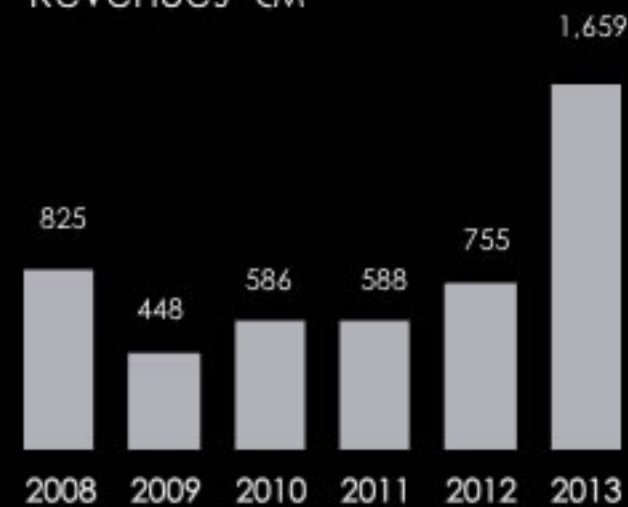
THE ABSOLUTE OPPOSITE OF ORDINARY



Sales k units



Revenues €M







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THE ABSOLUTE OPPOSITE OF *ORDINARY*

A 3D-rendered scene featuring a grid of white rectangular blocks on a white floor. The blocks are arranged in a regular pattern, receding into the distance. The central block is highlighted with a brighter light, creating a focal point. The overall aesthetic is clean, minimalist, and modern.

**THE ABSOLUTE OPPOSITE OF *ORDINARY***



MASERATI

THE ABSOLUTE OPPOSITE OF *ORDINARY*



- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



MASERATI

THE ABSOLUTE OPPOSITE OF *ORDINARY*

MASERATI  
BEGAN WITH  
5 BROTHERS -  
4 MECHANICS,  
AND *ONE*  
ARTIST



- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-





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THE ABSOLUTE OPPOSITE OF *ORDINARY*



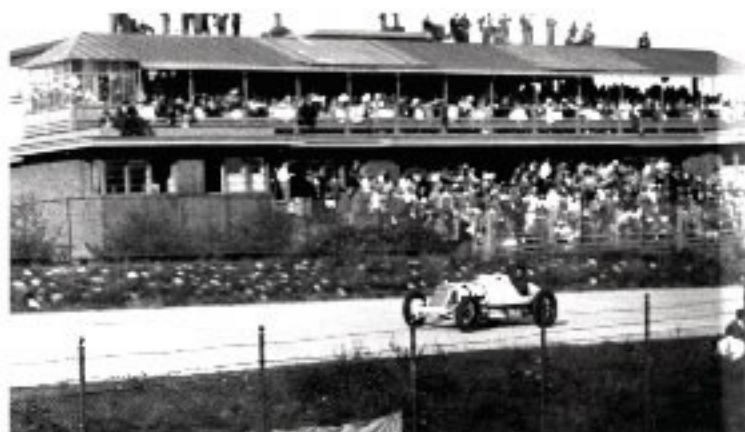
FOUR BROTHERS  
BUILT A RACE CAR TO WIN.

- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-



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THE FIRST MASERATI



1926

AND THEY DID.

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



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*1937-1967*  
POST-BROTHERS  
(PERIOD 1)



*1967-1993*  
POST-BROTHERS  
(PERIOD 2)



- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



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An aerial, black and white photograph of a winding road through a dark, rugged, and mountainous landscape. The road curves through the terrain, and the overall scene is dramatic and atmospheric.

# THEN ONWARD TO FERRARI 1993-2005

- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-





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3200



MC12



QUATTROPORTE

A FRESH START

- 
- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-





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# THE JOURNEY RESET



2005 TO 2012  
OUR FIRST 7 YEARS

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



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Restart



Establish

AND

Prepare to Expand



GranSport and MC12



Quattroporte and GT/GC



New Grugliasco Plant  
and New Quattroporte



2000-2004



2004-2011



2012 - 2014

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

Restart



GranSport and MC12

2000-2004



Establish



Quattroporte and GT/GC

2004-2011

AND



Prepare to Expand



New Grugliasco Plant  
and New Quattroporte

2012 - 2014



Cover 100% of the  
Luxury Markets



Levante



Alfieri



New GranTurismo

2014-2018

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE



# BRAND MISSION STATEMENT

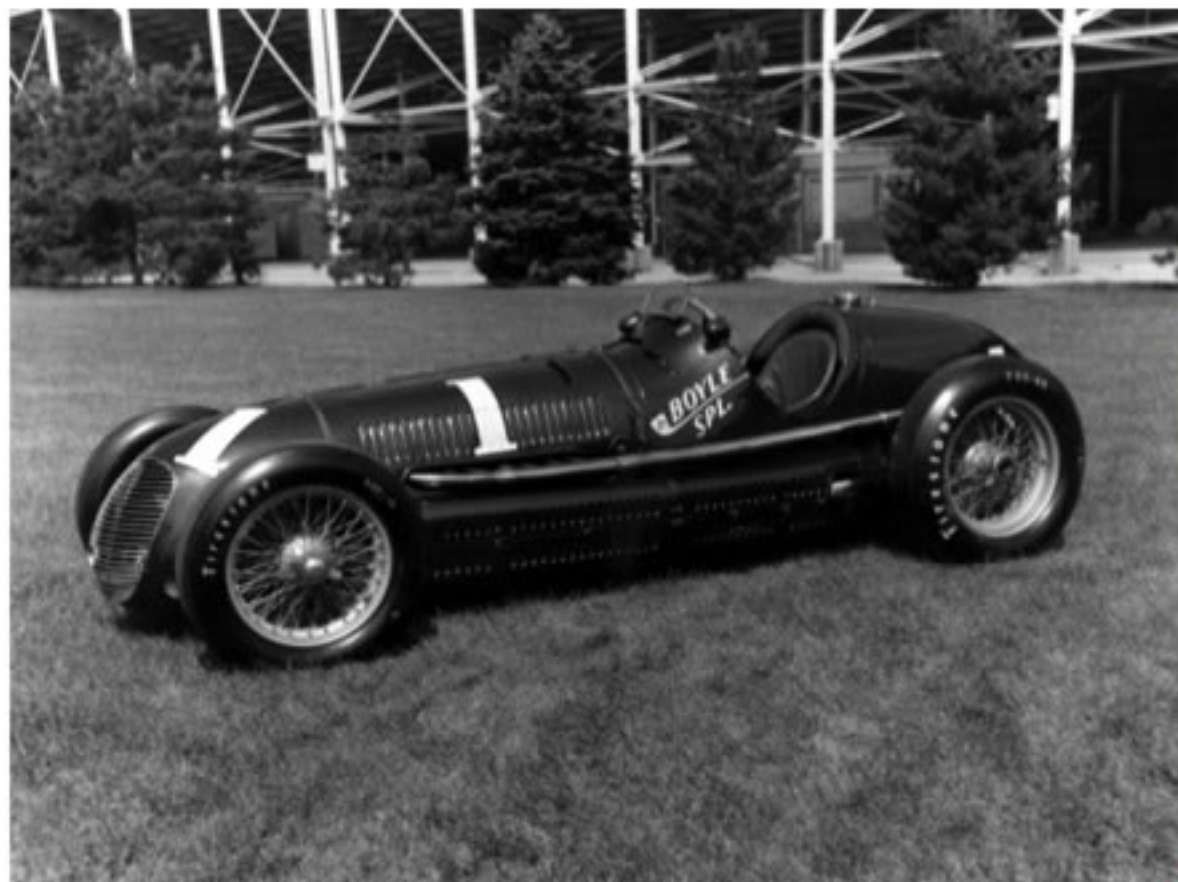
"BUILD ULTRA-LUXURY PERFORMANCE AUTOMOBILES WITH TIMELESS ITALIAN STYLE, ACCOMMODATING BESPOKE INTERIORS, AND EFFORTLESS, SIGNATURE SOUNDING POWER."





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

HERITAGE





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

ITALIAN DESIGN



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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PERFORMANCE



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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

SIGNATURE SOUND



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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

DIVERSE





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

EXCLUSIVE





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PASSION FOR DETAILS



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THE ABSOLUTE OPPOSITE OF *ORDINARY*

HERITAGE

ITALIAN DESIGN

PERFORMANCE

SIGNATURE SOUND

DIVERSE

EXCLUSIVE

PASSION FOR DETAILS



- 
- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-



MASERATI

THE ABSOLUTE OPPOSITE OF *ORDINARY*

SOUNDS AMAZING

LUXURIOUS

POWERFUL

EXOTIC

AUTHENTIC

MASERATI

EXCLUSIVE

ITALIAN DESIGN

FERRARI POWERED

RACING PEDIGREE

- 
- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
- 

*BRAND DNA CORE*



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- 
- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE

*BRAND DNA EXPANDED*

---



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COMPANY



CUSTOMER

PRODUCT

- BRAND HISTORY
- BRAND VALUES
- **BRAND RATIONALE**
- BRAND IN THE FUTURE

MASERATI: THREE AREAS OF CONTROL





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THE ABSOLUTE OPPOSITE OF *ORDINARY*



- MASERATI BLOOD LINE
- PASSION FOR DETAIL
- SPORTY
- RELIABLE
- RELEVANT FOR MODERN NEEDS
- FOR EVERYDAY USE
- ACCOMMODATING
- BESPOKE

PRODUCT

---

MASERATI: THREE AREAS OF CONTROL

---



MASERATI

THE ABSOLUTE OPPOSITE OF *ORDINARY*

COMPANY



- GLOBAL PRESENCE
- BRAND RULES
- REPUTATION PROTECTION
- EVOLVING PROCESSES
- VOLUNTARY VOLUME LIMITATION
- EFFECTIVENESS



---

MASERATI: THREE AREAS OF CONTROL

---



MASERATI

THE ABSOLUTE OPPOSITE OF *ORDINARY*

- CONSISTENT TOUCHPOINTS
- BUYING & SERVICE EXPERIENCE
- LOYALTY NURTURING
- IMAGE REINFORCEMENT
- CONQUESTING



CUSTOMER



---

MASERATI: THREE AREAS OF CONTROL

---





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- **BRAND IN THE FUTURE**

PRODUCT





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THE ABSOLUTE OPPOSITE OF ORDINARY

2014 4 MODELS

LUXURY FULL-SIZE  
SEDANS

GHIBLI



LUXURY LARGE-SIZE  
SEDANS

QUATTROPORTE



LUXURY SUVs

LEVANTE

ALFIERI COUPE

ALFIERI CABRIO

GRANTURISMO



LUXURY SPORT  
COUPE & SPIDER

GRANCABRIO



- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PRODUCT



MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

2014

2018 6 MODELS

LUXURY FULL-SIZE  
SEDANS

GHIBLI



LUXURY LARGE-SIZE  
SEDANS

QUATTROPORTE



LUXURY SUVs

LEVANTE



ALFIERI COUPE



ALFIERI CABRIO



GRANTURISMO



LUXURY SPORT  
COUPE & SPIDER

GRANCABRIO



- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PRODUCT



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2014

2018



BASED ON  
AN EVOLUTIONARY SET  
OF SHARED SYSTEMS  
ENGINES + TRANSMISSIONS

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PRODUCT



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TODAY ENGINE GRID	V6						V8				DIESEL		
	330 HP	350 HP	410 HP	425 HP	450 HP	520 HP	405 HP	460 HP	530 HP	560+ HP	250 HP	275 HP	340 HP
GHIBLI	●	●	●								●	●	
QUATTROPORTE	●		●						●		●	●	
LEVANTE													
ALFIERI COUPE													
ALFIERI CABRIO													
GRANTURISMO							●	●					
GRANCABRIO							●	●					

LEGEND: ● RWD ● AWD ● RWD / AWD

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PRODUCT





MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

2018 ENGINE GRID	V6						V8				DIESEL		
	330 HP	350 HP	410 HP	425 HP	450 HP	520 HP	405 HP	460 HP	530 HP	560+ HP	250 HP	275 HP	340 HP
GHIBLI		●			●					●	●	●	
QUATTROPORTE		●			●					●	●	●	●
LEVANTE		●		●						●	●	●	●
ALFIERI COUPE			●		●	●							
ALFIERI CABRIO			●		●	●							
GRANTURISMO										●			
GRANCABRIO													

LEGEND: ● RWD ● AWD ● RWD / AWD

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

PRODUCT



MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

TODAY

■ Covered segments



MARKETS ('000 UNITS)

USA: ~370

TOP-5 EUROPE: ~150

CHINA: ~210

ROW: ~240

TOTAL ~980

Source: IHS Global Insight

- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

FROM ~50% OF MASERATI LUXURY MARKET COVERAGE IN 2013

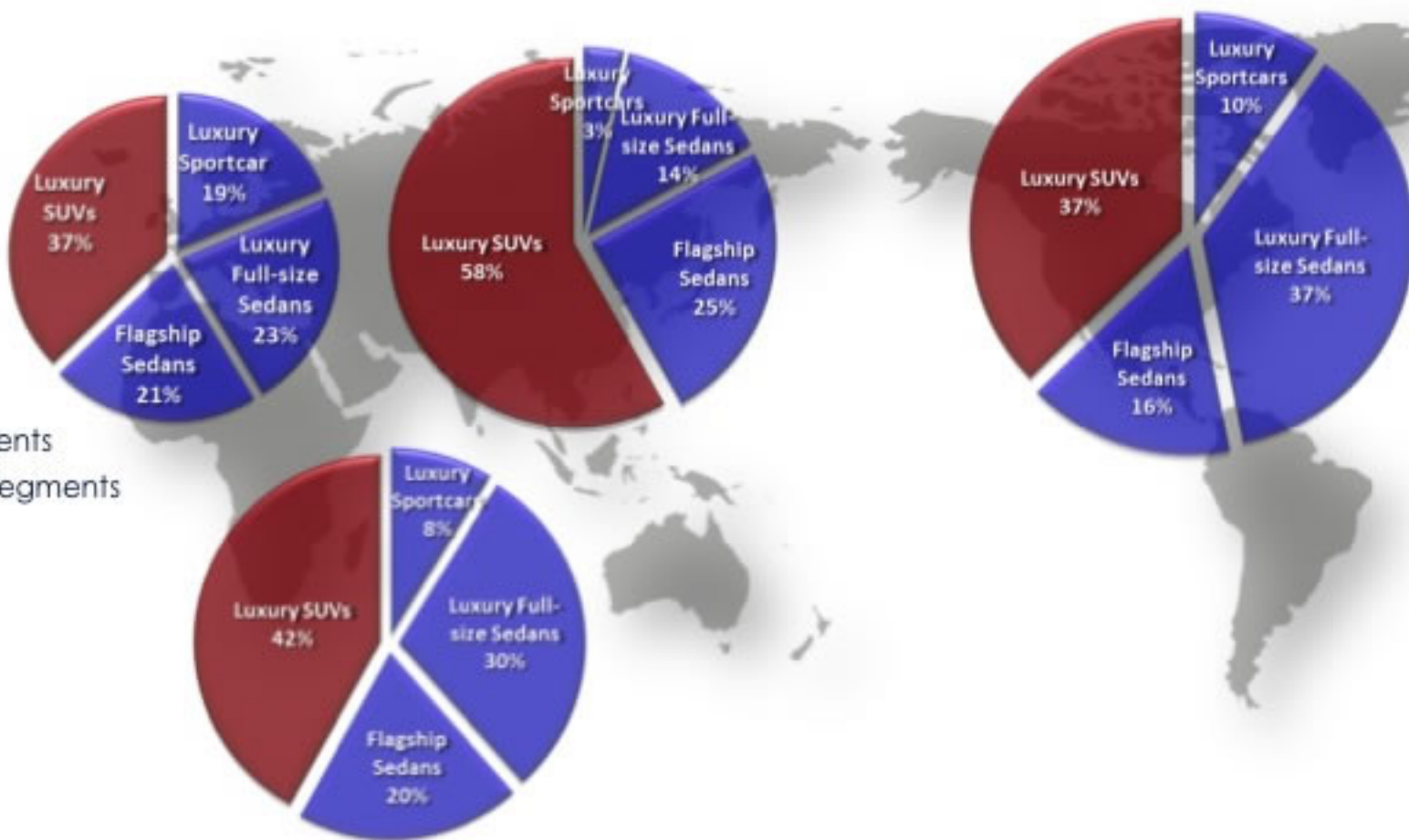


MASERATI

THE ABSOLUTE OPPOSITE OF ORDINARY

2018

■ Covered segments  
■ New covered segments



MARKETS ('000 UNITS)

USA: ~370

TOP-5 EUROPE: ~150

CHINA: ~260

ROW: ~260

TOTAL >1M

Source: IHS Global Insight

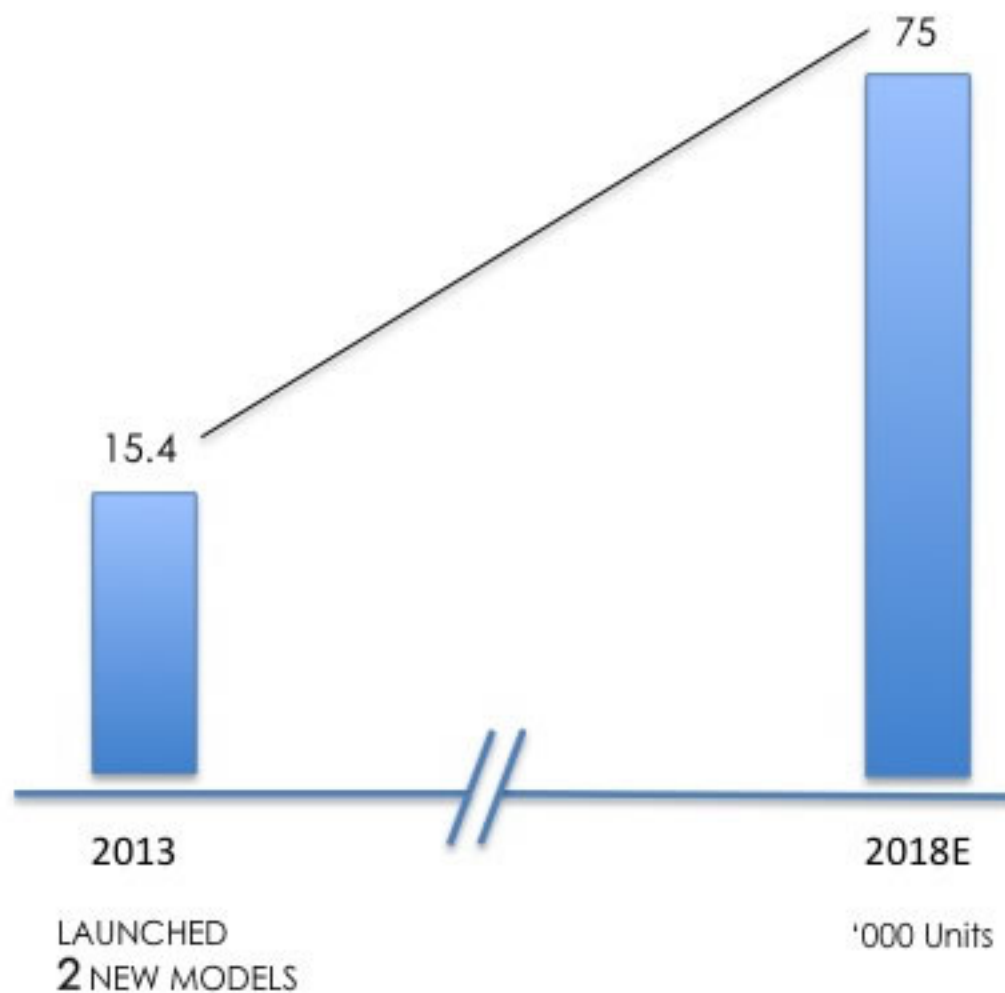
- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

TO 100% LUXURY MARKET COVERAGE IN 2018



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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

FIVE-FOLD 2013 VOLUMES BY 2018

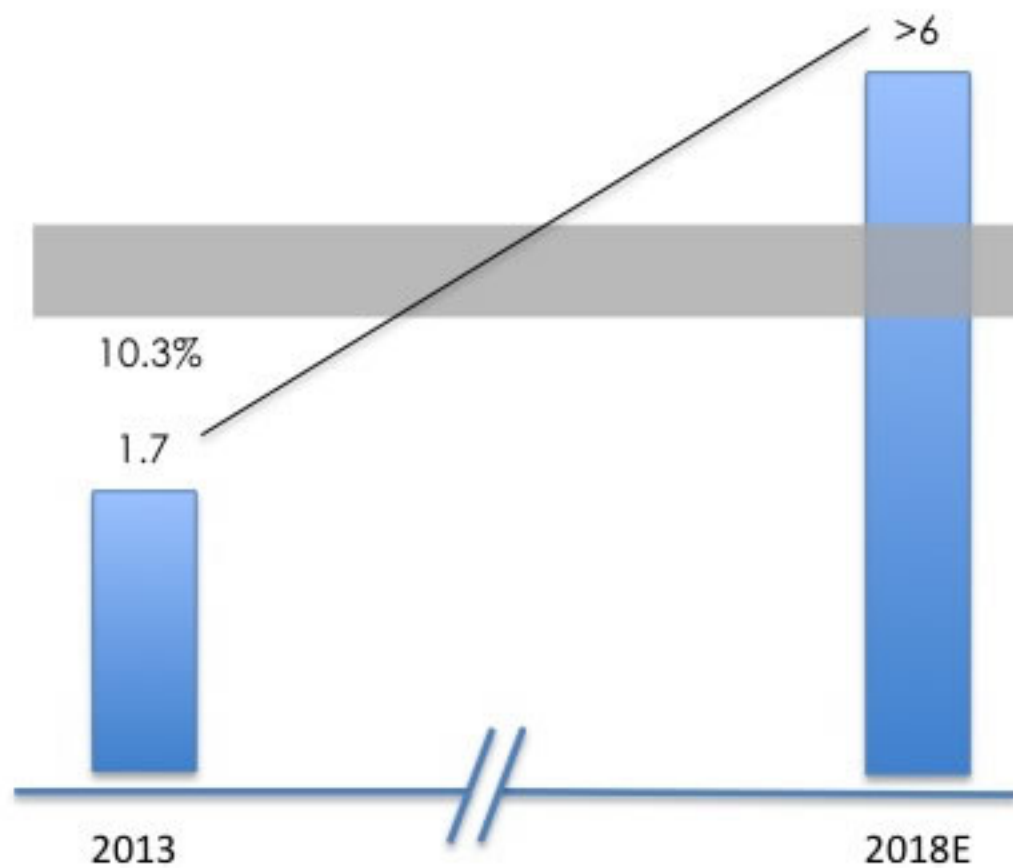




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— Revenues €B  
■ Return on Sales %



- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

ECONOMICS



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# CHARTING NEW TERRITORIES

- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-



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STICK TO VALUES

INSTITUTE CONTROLS

DELIVER



- 
- BRAND HISTORY
  - BRAND VALUES
  - BRAND RATIONALE
  - BRAND IN THE FUTURE
-





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- BRAND HISTORY
- BRAND VALUES
- BRAND RATIONALE
- BRAND IN THE FUTURE

ROOTS

HERITAGE

HISTORY

FUTURE





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