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Maserati Introduces Additions to the Model Year 2016 Product Line-Up and Bonus Content to Ghibli and Quattroporte Sedans

With its latest model year updates, Maserati introduces two powerful new additions to its product portfolio, which now includes an **S version** of its Ghibli and Quattroporte sedans. Each is equipped with a high-powered V6 404 HP rear-wheel drive variant ranging from \$76,050 for Ghibli S and \$99,900 for Quattroporte S model – adding nuance to Maserati’s captivating product range.

Maserati also introduces new, enhanced safety and convenience features to its expanded range of sport sedans (Ghibli and Quattroporte). New contents include **Blind Spot Alert** and **Rear Cross Path** system for added safety and driver ease as well as new user friendly **Power Trunk Lid with Hands Free mode** (automatic trunk opening and closure that features a hands-free activation option), an all-new **Harman Kardon** premium audio system, an update to the existing **Bowers & Wilkins** system, and the user-car interface, which now includes **Siri smart personal assistant** voice command system in combination with iOS devices. Further improvements made to the **acoustic insulation** allow the Maserati sedans to more effectively meet the needs of their demanding customers.

Other MY 16 highlights include exclusive **Ermenegildo Zegna** specially fashioned interior trim package also available on 2016 Ghibli and Quattroporte models. Designed in collaboration with the legendary Italian fashion brand, these silk interiors are specially outfitted and woven, much like a fine Italian suit. Available in three color variants (*Nero*, *Cuoio* and *Rosso*), this tailored interior option is now available on the 2016 sport sedans and will later extend to the full Maserati range.

MY16 UPDATES AT A GLANCE

Engines

For both Quattroporte and Ghibli gasoline engines (V6 Twin Turbo from 345 up to 404 hp and V8 Twin Turbo with 523 hp), revised calibrations bring up to 12% reduction in emissions, consumption and unchanged performance compared to previous engines, while the MY16 engines also benefit from the introduction of the Start & Stop system.

New Ermenegildo Zegna interior option

The exclusive interior packages bearing the **Ermenegildo Zegna** signature, not to mention **new details and ornamental stitching** on the head rests. The **Ermenegildo Zegna** interior exclusively for **Maserati** combines fine leather with 100% natural Zegna Mulberry **silk** inserts on the seats, door panels, roof lining, sunshades and ceiling light fixture.

Available in three color variants for the interiors of the **Quattroporte** and **Ghibli**, this **exclusive “Zegna Edition” outfit** will be the most exquisite of all Maserati customizations.

The interior offering includes a choice of colour combinations: the Ermenegildo Zegna silk, in Anthracite color, can be paired with three different shades of luxurious leather, for three individual looks:

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- **Black (Nero)** color fine grain Leather / **Anthracite** Ermenegildo Zegna Silk / contrasting grey stitching on seats, dashboard, door panel and headrest
- **Natural (Cuoio)** color fine grain Leather / **Anthracite** Ermenegildo Zegna Silk / contrasting grey stitching on seats, dashboard, door panel and headrest
- **Red (Rosso)** color fine grain Leather / **Anthracite** Ermenegildo Zegna Silk / contrasting grey stitching on seats, dashboard, door panel and headrest

This extended, exclusive product offering for the Maserati saloons is available for all markets, on all Quattroporte and Ghibli versions.

New features

Blind Spot Alert & Rear Cross Path

Available on Quattroporte and Ghibli, Blind Spot Alert warns the driver with visual and audible signals when a vehicle enters the blind spot zones; this important safety feature has been introduced to avoid unwanted collisions during lane changes. The system monitors blind spot areas using two radar-based sensors, located inside the rear bumper; when a vehicle approaches from behind, the LED warning signal embedded into the side mirrors lights up while a chime alert can also be heard.

The area beside and behind the car is monitored at speeds above 6 mph, in order to avoid unwanted collisions with vehicles such as automobiles, trucks, motorcycles, etc. The Rear Cross Path function issues the same alerts when backing out of a parking space; this feature is intended to help drivers back out of parking spaces where their view of oncoming vehicles may be blocked. Using sensors located on either side of the rear bumper, this feature detects vehicles or objects that are moving towards the side of the vehicle.

Power Trunk Lid with Hands Free mode

Now available on Quattroporte and Ghibli, the trunk lid can open or close on its own. The power trunk feature allows the user to open or close the trunk automatically. It is also possible to open and close the Power Trunk Lid by waving your foot under the rear bumper.

Siri Smart Personal Assistant

Thanks to the Apple chip contained in the Maserati Touch Control head unit, a useful feature that incorporates iOS functionality has been introduced for MY16: Siri Smart Personal Assistant. Based on Bluetooth technology, Siri allows users of both Quattroporte and Ghibli to perform tasks on iOS connected devices and make requests using voice commands. The advantage is that Siri uses natural language to understand commands. For this in-car application and for related safety reasons, while driving, responses that contain visual information or require user interaction will be blocked and Siri will only respond with suitable audio feedback and voice commands.

Audio

An all new Harmon Kardon premium audio system debuts for MY16. This branded system provides outstanding power and sound quality, based around 10 speakers and a 900 Watt amplifier. The new 12-channel amplifier that works in conjunction with a high-performance subwoofer represents the best combination of sound clarity and performance for this upgraded system.



MEDIA

The optional **Bowers & Wilkins Premium Surround** system is as good as it gets in production car hi-fi systems, with the new **Clari-Fi function**.

The Clari-Fi function is an advanced solution designed for digital music and capable of restoring the artistic details lost in digitally-compressed songs. Clari-Fi scans all types of compressed audio files for lost music details, supporting MP3, AAC, Satellite Radio, Playback and Streaming Music Services and intelligently corrects waveform deficiencies based on existing music information and audio source quality. By recapturing the missing highs and lows, restoring the vocals to their natural tone, returning to a true stereo sound and removing unwanted distortions and artifacts, these features exclusive for the Bowers & Wilkins Premium Audio system set a new benchmark in automotive audio.

Other features

Interior: while the standard equipment is sumptuous, Maserati offers an exceptional degree of personalization with a vast range of materials for the customer to choose from, including wood, carbon fiber, leather, Alcantara, contrast stitching against the leather surfaces and newly introduced headrest stitching.

QUATTROPORTE S (New)

The **S version** of the Quattroporte super sports sedan is equipped with a high-powered V6 404 HP rear-wheel drive engine, well equipped at \$99,900- – a perfect option for those seeking higher horsepower on the competitively priced flagship model.

Standard equipment highlights include 19" Poseidon wheel option, Poltrona Frau premium leather, heated front seats, navigation, keyless entry, power sunroof, adaptive bi-xenon headlights, LED taillights, added radica wood interior trim and premium Harmon Kardon Sound System.

GHIBLI S (New)

The Maserati Ghibli S is powered by an efficient 3.0-liter, twin-turbocharged V6 engine that delivers a peak of 404 HP at 5,000 rpm and is credited with a maximum torque, in Sport mode, of 406 lb-ft at just 1,750 rpm. The amazing specific torque value of 135 lb-ft per liter ensures an aggressive response that will deliver pure excitement with every movement of the right foot. A wealth of innovative solutions makes the Maserati Ghibli S's V6 an extremely fuel-efficient engine. The use of two parallel-mounted, low-inertia turbines helps to prevent turbo lag, giving swifter response to every touch on the accelerator and flexibility in virtually all driving conditions.

For further information please visit:

www.media.maserati.com

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Maserati produces a full line of two and four door models legendary for their spacious handcrafted luxury, thoroughbred performance and everyday usability. The Maserati range includes the all-new full-size Quattroporte and the mid-size Ghibli sport sedan, which earned a 2013 Top Safety Pick from the Insurance Institute of Highway Safety (IIHS)*. The flagship Quattroporte GTS leads the charge with a 523 HP twin turbo V8 while both the Ghibli and Quattroporte are available with all-wheel drive, a competition bred twin-turbo 404 HP V6 and an adaptive 8 speed automatic transmission. The two-door GranTurismo line continues with several variants of coupes and convertibles that combine elegance and comfort for four adults, with a 6 speed automatic transmission to keep the legendary Maserati performance and exhaust note close at hand. Maserati automobiles and merchandise can be found at authorized retailers across North America. Information on Maserati can be found at www.maserati.us for the U.S. or www.maserati.ca for Canada, 1-800-My-Maserati. *Built after November 2013.

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