

# MASERATI, PRESTIGE, LUXURY AND ELEGANCE

Every Maserati is like a work of art, its perfection expressing the marque's proud history: unmistakable styling and technological innovation, enhanced by the experience and success of the Maserati Corse motor racing team.

Maserati means passion, innovation and, in the spirit of Italy's great automotive history, dedication to the pursuit of perfection. A combination of Italian craftsmanship and groundbreaking technology creates cars in which performance can be experienced to the full for the ultimate in motoring pleasure.





## MASERATI GRANCABRIO RANGE THE OPEN-AIR EXPERIENCE

When passion meets freedom, the outcome is inevitably something very special, like the Maserati convertible range, comprising the GranCabrio, GranCabrio Sport and GranCabrio MC. To drive these cars is a feast for the senses: their looks are simply stunning, their sounds are unforgettable, every surface is exquisite to the touch, and even their aroma arouses sensations of opulence and luxury. They are the summation of Maserati's long cherished values: immense power, inspirational handling, and all-enveloping luxury. Here is absolute driving enjoyment just waiting to be experienced.





# SPORTS PERFORMANCE REACHES A NEW FRONTIER

When it comes to designing and manufacturing convertibles, Maserati has long been renowned as a world leader, but with the new GranCabrio MC, the company has scaled new heights. Added to the luxurious elegance of the GranCabrio, its first genuine four-seater cabriolet, is a whole wealth of technological expertise gained in racing by the Maserati

Corse team.



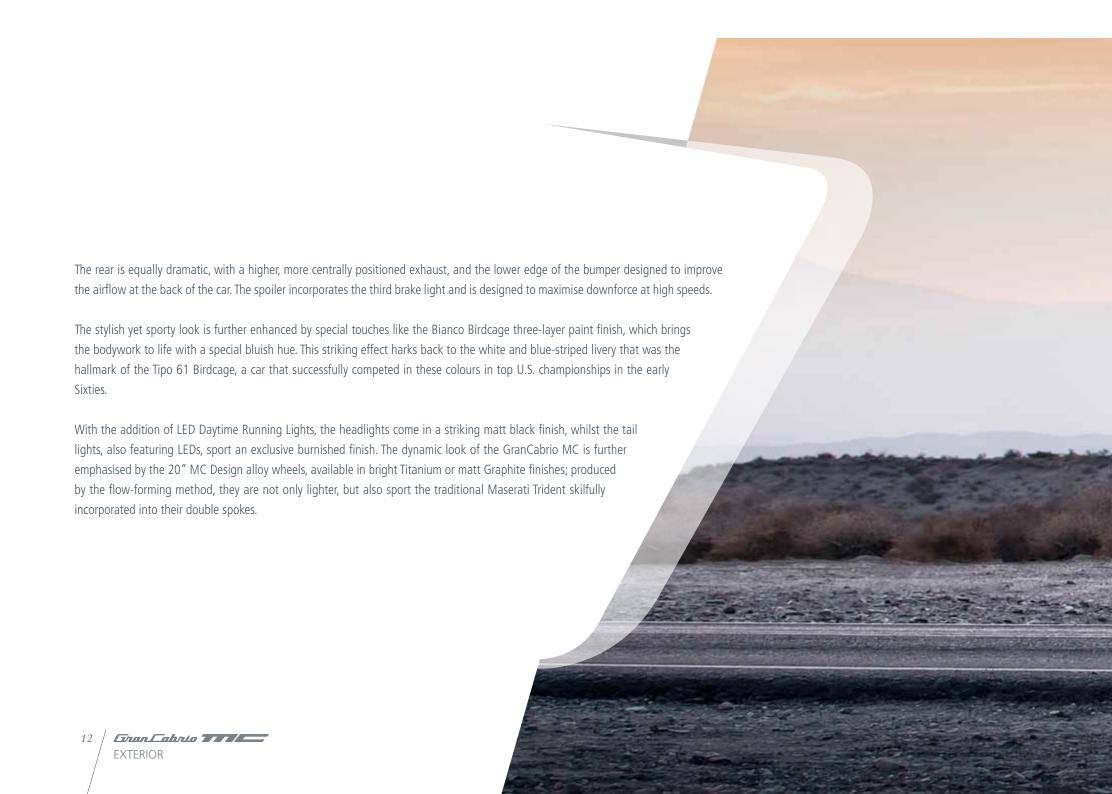


# BELOW THE SPORTY EXTERIOR LIES A SOPHISTICATED SOUL

With its silhouette perfected in a wind tunnel and its soft top replicating the design of a streamlined coupé, the GranCabrio has been a great success for Maserati and has penned an entire new chapter in the company's history. Now Maserati technicians have introduced a series of further improvements for the new GranCabrio MC, aimed at enhancing the car's aerodynamic efficiency, without detriment to its innate grace and elegance.

The result is a car that is more overtly aggressive, but still unmistakably Maserati. The front is dominated by the traditional oval grille that features black vertical fillets, along with a red-trimmed Trident in the centre. The new spoiler and air intakes give the car an even more muscular look; together with the slots on the front bumpers and the side skirts, they extract hot air from the braking system and maximise downforce, without increasing drag. On the test track, at 87 mph the aerodynamic load is 25% greater at the front and 50% greater at the rear, compared to the GranCabrio Sport.











## **SPORTY DRIVING WITH THE ROOF DOWN**

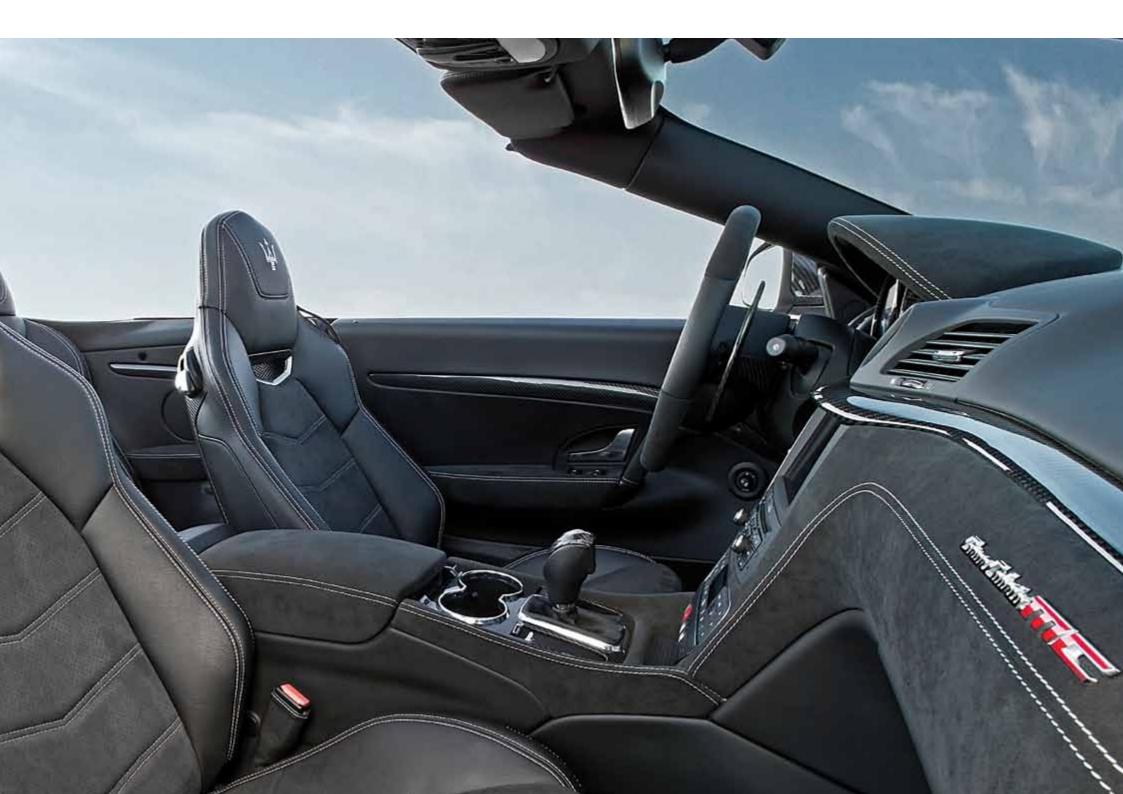
Hands on the sporty steering wheel, fingers ready to caress the gearshift paddles, right foot ready to unleash the power that the V8 engine is all set to deliver. All whilst soaking up the surrounding environment— not only the sun and the sky but also the luxurious, sporty cabin with its superbly ergonomic design.

#### **FRONT SEATS**

In a convertible, there is no obvious visual break between the interior and the lines of the bodywork, so the design of the new wraparound sports seats echoes the elegant contours of the exterior. With integral headrests, a larger, more comfortable seat squab and larger side panels, the front seats provide even better support during sporty driving. At the bottom of each headrest, a distinctive tab with an EcoChrome finish takes inspiration from the classic Maserati radiator grille - yet another subtle touch. The edges of the backrest are embellished with fine stitching that highlights the exquisite craftsmanship that has gone into this car.

#### **REAR SEATS**

Inside the GranCabrio MC, the focus of attention is naturally on the driver, but a great deal of thought has been put into the rear of the cabin, as well. The backs of the front seats have been redesigned to provide two extra centimetres of legroom for those seated behind, improving their comfort considerably. The styling of the rear seats mirrors the front ones, meaning complete ease and relaxation for those in the back.











# COMFORT ENHANCED BY RACETRACK TECHNOLOGY

The GranCabrio MC is all about being in touch with the elements, in tune with the road, anticipating every twist and turn. The power of the engine, always ready for the slightest touch on the accelerator, is managed by a ZF automatic 6-speed gearbox with MC Auto Shift function which, in Sport mode, intervenes to ensure an even more exhilarating drive. On top of that, there is a suspension system with springs and dampers that deliver a more rigid setup, and a braking system with Brembo dual-cast technology.





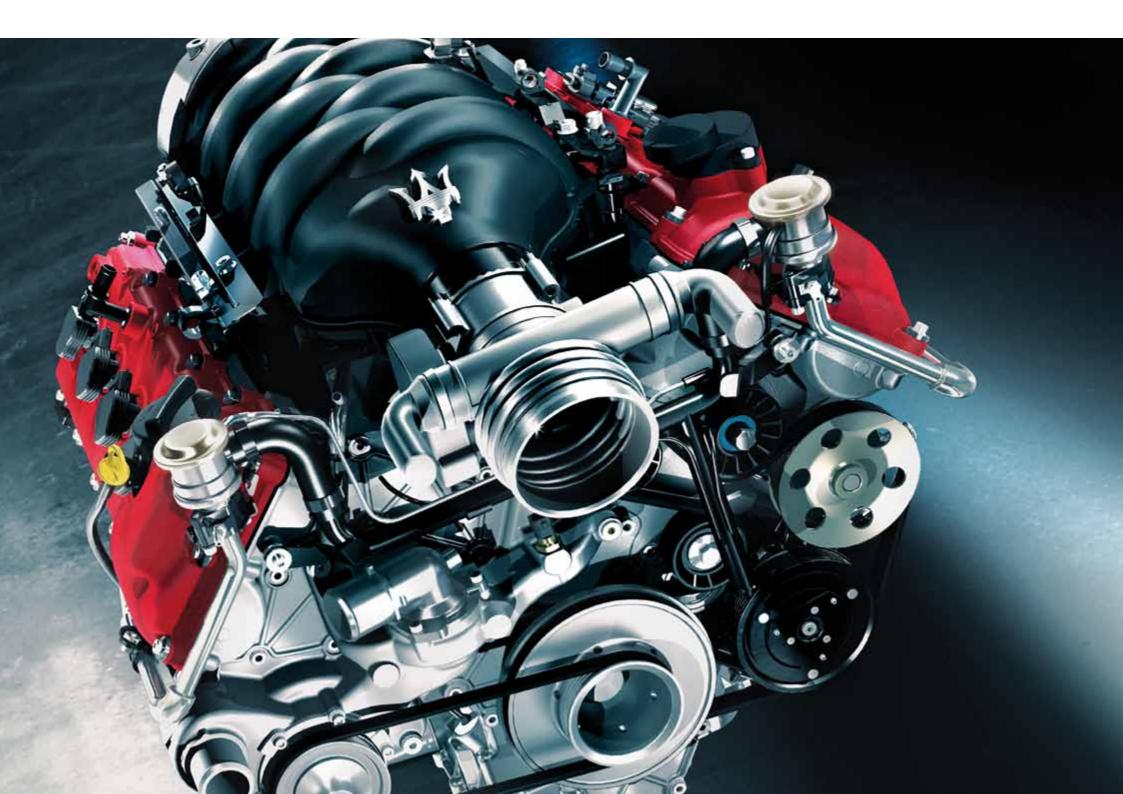
## **ELEGANCE MEETS POWER**

The heart of the GranCabrio MC is the legendary 4.7 litre V8 engine. As one of Maserati's most celebrated powerplants, this unit features a series of innovations that make it incredibly powerful and flexible, so it can deliver the smoothest of rides, not to mention awesome acceleration and breathtaking excitement whenever the driver demands.

In keeping with the direction taken by Maserati in recent years, numerous changes have also been made to this engine in order to improve its power, torque and smooth running, without compromising its fuel economy and emissions. Thanks to revised mapping and new reinforced pistons, its peak power has been increased to 460 HP (338 kW) at 7,000 rpm, whilst maximum torque is 520 Nm, which is available across a wide rev range.

The V8's sophisticated construction is evident in several different areas, from the Diamond-Like Coating (DLC) used for the tappets and camshaft lobes in order to reduce friction, to the use of steel cylinder liners, which help keep the weight and dimensions of the engine down, especially along the car's main axis. Then the wet sump lubrication system means fewer oil recovery pumps to minimise the running noise. The overall result is an engine that delivers the perfect combination of smooth running and sporty performance.





### **BYPASS VALVE SYSTEM**

On a convertible like the GranCabrio MC, exhaust noise is a key part of the car's appeal, so when the Sport button is pressed, the exhaust bypass valves open, leaving the V8 free to express its true sporting personality. Thanks to smaller, lighter rear silencers, the deep throaty roar of the engine sounds every bit like that of a racing car.

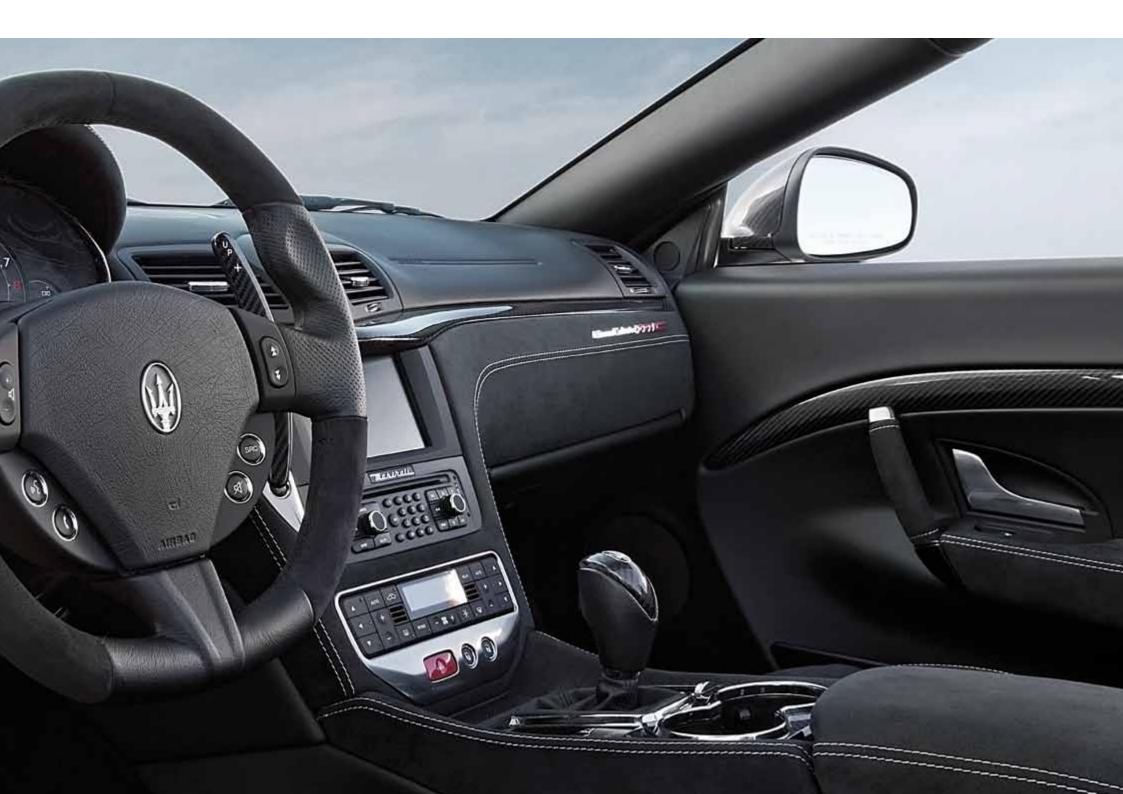
#### **TRANSMISSION**

Specifically calibrated for this, the sportiest of GranCabrios, the 6-speed ZF automatic transmission with MC Auto Shift hydraulic torque converter offers a total of five gearshift modes. The transmission can be used in Auto-Normal, Auto-Sport, Manual-Normal, Manual-Sport and ICE modes.

In Manual-Normal mode, the driver controls the gearshift directly, using the paddles mounted on the steering column. The car then operates as an ordinary, sequential manual. In Manual-Normal mode, the car changes gear at the redline, whilst in Manual-Sport mode the transmission holds the gear until the driver changes, even if that means the engine hitting the rev limiter. Sport mode is the GranCabrio MC's super-fast shifting setting. This is the same as that found on the GranTurismo Sport, which delivers gearshifts that are 50% faster.

#### MC START STRATEGY

The Auto Sport mode also includes the MC Start Strategy function with launch control, whereby the driver presses down on the brake and accelerator pedals simultaneously. Upon reaching the optimum revs (2,300-2,500 rpm), the driver simply releases the brake pedal while keeping the accelerator to the floor - for a rocket-fast start that takes the car from 0-62 mph in just 4.9 seconds. This mode is only available with MSP turned off and is therefore only recommended for use on a racetrack for safety reasons.



#### **WEIGHT DISTRIBUTION**

The GranCabrio MC offers an intuitive and balanced drive, thanks to the optimum weight distribution that has been achieved by moving the engine back behind the front axle. With the top up, 49% of the car's weight is on the front axle and 51% on the rear, whilst with the top down, the distribution is 48% - 52%.

#### **SUSPENSION**

On the handling front, the wishbone suspension system features a special setup with more rigid dampers and springs that have been designed to produce a supremely sporty ride, coupled with the highest possible levels of comfort. The car is also equipped with larger anti-roll bars (27 mm at the front, 21 mm at the rear). The result is a balanced dynamic response, so that the car handles well and is also fun to drive.

The Sport Skyhook system is available as an option, featuring aluminium shock absorbers with continuous variation of the damping effect; when the Sport button is pressed, the car becomes more precise and reactive, but continues to absorb bumps in the road effectively as it adapts to the prevailing conditions.

#### **BRAKING SYSTEM**

The Maserati Stability Program (MSP) works unnoticed in the background, monitoring the car for oversteer and understeer, and cutting the power or applying the brakes if either are detected. The brakes benefit from Brembo dual-cast technology, with discs crafted from cast iron and aluminium. This brings the weight down by 15% to 20%, which enhances performance and lowers fuel consumption. The system comprises six-piston monobloc callipers up front, and a four-piston unit at the rear, both acting on drilled, grooved discs. This particular design gives a predictable braking performance and minimises braking distances, especially on wet surfaces.







## THRILLING DRIVING. MAXIMUM SAFETY

The GranCabrio MC is designed to deliver a thrilling drive built around safety. To this end, Maserati's engineers have equipped the car with the most advanced active and passive safety features available.

#### **ACTIVE SAFETY**

### **MASERATI STABILITY PROGRAM (MSP)**

A key safety feature of the GranCabrio MC is the Maserati Stability Program, an electronic system that reduces torque and acts on the brakes when understeer or oversteer are detected. MSP works in harmony with the ASR traction control and ABS, along with the hydraulic braking assistance (HBA). These electronic devices are always actively monitoring the car's safety but, thanks to their special set-up, they never impinge of the driver's sensation of being in total control. When the Sport mode button is pressed, the action of the MSP is moderated, acting primarily on the brakes without cutting engine power. Note that MSP, ABS, ASR and HBA are not failsafe devices, and that the ultimate safety of the vehicle is the driver's responsibility.

### **TYRE PRESSURE MONITORING SYSTEM (TPMS)**

The optional Tyre Pressure Monitoring System continuously checks the tyre pressures whilst the car is being driven. This system displays the pressure of each tyre on the instrument panel, and warns the driver if they fall below the ideal level, or in the event of a puncture.



### **DAYTIME RUNNING LIGHTS (DRL) AND ADAPTIVE HEADLIGHTS**

The Daytime Running Lights (DRL) are a series of extremely bright LEDs that are on all the time to enhance the car's visibility. The highly effective Bi-Xenon Adaptive Headlights feature a rotation function that improves the illumination of the carriageway and surrounding areas when cornering, and hence improves driving safety on winding roads at night. The electronic high and low beam control unit instantaneously accesses the car's steering angle, yaw data, and driving speed, and actuates special electric motors to direct the beams.

### **ELECTRIC PARKING BRAKE (EPB)**

An additional safety aid is the dual-purpose electronic parking brake, which is engaged by a control on the central tunnel instead of the traditional mechanical lever. As well as replacing the traditional handbrake, the EPB has a dynamic safety function. If necessary, it can be used when the car is moving to achieve an immediate braking action with a deceleration of 0.5 g.

#### **HILL HOLDER**

To facilitate uphill starts, the GranCabrio MC employs a Hill Holder system, which keeps the vehicle braked for a few seconds after the brake pedal is released on uphill slopes, enabling the driver's foot to shift over to the accelerator pedal without the vehicle rolling backwards.



# **PASSIVE SAFETY**

### **AIR BAGS**

The airbag system on the GranCabrio MC features four sensors in the front and sides of the car, and a control unit located near the central tunnel. Thanks to the sensitivity of the sensors at the front of the car, the dual-stage front airbags inflate in direct proportion to the severity of the impact. Extensive simulations and testing mean that this airbag system complies with the world's most stringent regulations, and provides the highest possible levels of occupant protection. Side airbags mounted in the seat backs then protect the head and upper body against lateral impacts.

# **TELESCOPIC ROLL-OVER BARS**

A telescopic roll-over bar system is located behind the rear seats, which remains out of sight during normal driving and is hidden by the tonneau cover. Controlled by the airbag ECU, the roll-over bar is activated in less than 190 milliseconds if a potential roll-over situation is detected

# **SEATBELT PRETENSIONERS AND ACTIVE HEADRESTS**

The front and rear safety belts are electronically controlled and equipped with latest-generation pyrotechnic pretensioners and load limiters. In the event of an accident, at the same time that the pretensioner seatbelts are restraining the occupants, the front headrests move forward to support their heads, minimising the effects of whiplash.

### **IMMOBILISER AND ANTI-THEFT SYSTEM**

Protecting the GranCabrio MC is an immobiliser that reacts to the transponder in the ignition key. The system comprises an anti-lift sensor, an ultrasound volumetric sensor, perimeter protection, and an alarm located in the engine compartment. The remote control has three functions: doors lock/unlock and boot release.







# **EXCLUSIVITY PUSHING NEW BOUNDARIES**

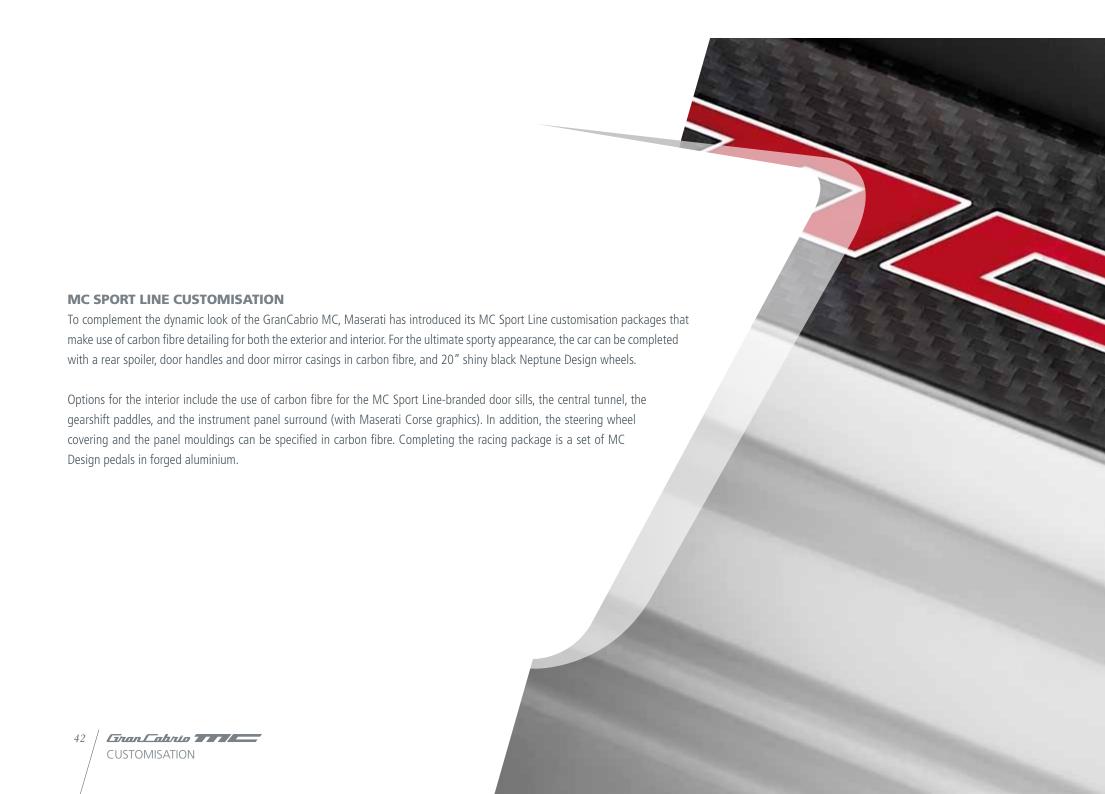
Maserati's designers have chosen only the very best materials for the GranCabrio, such as Poltrona Frau® leather, Alcantara® and high-tech carbon fibre. In addition, there are endless combinations of options to choose from, allowing each customer to create their own exclusive, bespoke car.

There are numerous exterior bodywork colours — including the special Grigio Lava and many other colour choices to be made. The interior trim can be customised with a wide choice of upholstery, stitching, carpets and panel mouldings. The standard interior finishes are Dark Chrome, a warm and reflective anthracite grey, or Eco Chrome, which evokes the glow of molten metal. Alternatively, these trims can be replaced with exquisite woods or sophisticated lacquered finishes.

The standard seats are upholstered in soft Poltrona Frau® leather and racing-style perforated Alcantara® on the centre of the seat and backrest - a combination guaranteed to set the pulse racing. All-leather seats are also available on request. Another personal touch can be added by opting for a contrasting shade for the stitching, and adding a stitched Trident logo on the headrest. Exquisite stitching is also available for the other parts of the interior upholstered in Alcantara®.













# **COMFORT**

# THE SOFT TOP

To keep its weight down to a minimum, the GranCabrio MC benefits from a folding fabric roof rather than a retractable steel one. The entire system weighs just 65 kilograms, which also helps to keep its centre of gravity low by reducing the weight that is transferred to the top of the car when the roof is up. The structure comprises five steel and aluminium ribs, which support the high quality fabric covering. It also has an integrated heated glass rear window that makes the car as practical to drive in winter as it is in summer.

Since it is composed of three layers of canvas, the canopy is fully waterproof and weatherproof, and minimises external noise when closed. It is available in six external colours: Black, Blue, Burgundy (an elegant maroon), Chocolate, Titanium Grey and Java (a classic beige). Three colours are available for the interior of the canopy:





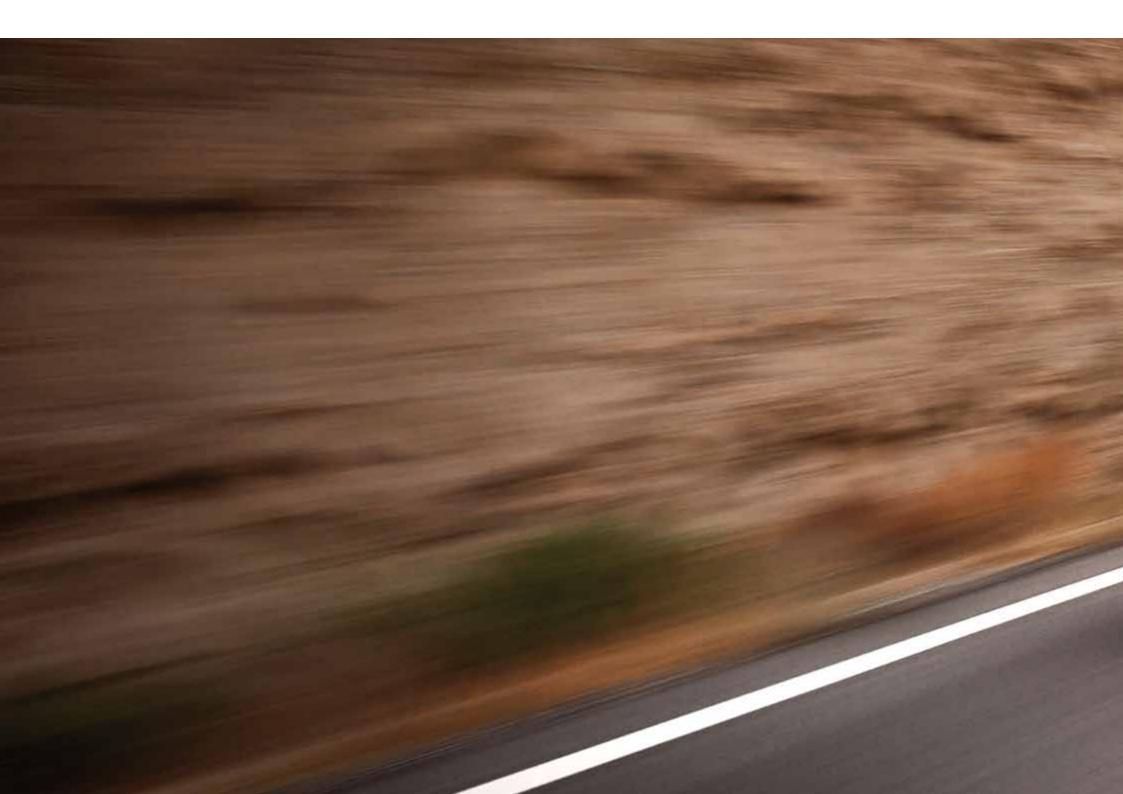














# MASERATI. A RACING LEGEND

Maserati was founded as a racing car constructor, and its deepest roots are in the world of competition. After the impressive records set by the MC12, today the Marque's racing spirit lives on in the Maserati Trofeo MC, the international single-marque championship for gentleman drivers who wish to compete in the GT class.

# TROFEO MC WORLD SERIES. STYLISH TRACK EXCITEMENT

The Maserati Trofeo MC is one of the most successful international GT racing series. The 2014 season brings a number of significant innovations and a calendar of great prestige, with events in Hungary, Belgium, England, America, China and Abu Dhabi, coinciding with WEC, DTM and WTCC series meetings. More races, more excitement and more challenges, with performance, strategy and consistency making the difference in a unique driving experience.

For more information, visit www.maseraticorse.com or send an email to TrofeoMaserati@maserati.com



# **MASERATI MASTER DRIVING**

It is perhaps the ultimate driving experience: taking to the racetrack in a race-tuned Maserati. A Master Maserati Driving Course places you behind the wheel of all Maserati range models, so that you can learn about performance driving and other techniques.

# **MASTER GT 1 DAY**

The one-day Master GT course designed to improve participants' personal driving technique at the wheel of different Maserati. This intensive training programme comprises a number of exciting and dynamic sessions in high performance cars, and is run by highly trained, specialist staff whose aim is to improve every participant's personal driving skills in an environment that is enjoyable and challenging for all.

# **MASTER GT 2 DAYS**

An intensive two-day course that focuses on advanced GT driving techniques and safe, yet sporty driving. In a sequence of sessions on the circuit, the driver is taught how to control the car in different simulated road conditions (e.g. quick direction changes, controlled skids and braking techniques). The ultimate aim is to use the lessons learnt to maximise the enjoyment of driving a high performance Maserati.

# **MASTER HIGH PERFORMANCE**

The programme of Master High Performance course includes advanced high-speed driving and technically more complex exercises that build upon the fundamental skills acquired in the earlier Master GT courses. The teaching and structure of this course are adapted to the individual needs of the participants, who can improve their driving proficiency through the analysis of Formula 1-type telemetry data.

# **MASTER ITALIAN LIFESTYLE EXPERIENCE**

This exclusive, five star event allows Maserati enthusiasts and their companions to experience the very best that Italy has to offer. Along with a series of Maserati racetrack sessions for the driver, both participants enjoy a programme of first class activities and excursions in two cities steeped in history and culture: Florence and Parma.

### **MASTER MASERATI INCENTIVE**

The incentive courses last either half a day or a whole day, and include a series of highly stimulating activities. Aside from the thrilling driving sessions on the track, there are practice exercises and competitions that foster team spirit - hence they provide the perfect context for corporate incentive and team-building events.

For information and registration: Master Maserati Secretariat - Ph: +39 0525 551138 - Fax: +39 0525 551140 E-mail: info@mastergt.it





# **BESPOKE MASERATI SERVICES**

### **FINANCIAL SERVICES**

Official Maserati dealers will be delighted to provide you with professional quidance on the various payment options available and create a package tailored to your requirements.

# **FACTORY TOUR\***

Find out where and how the Maserati myth is born. Maserati offers you the opportunity of finding out about its secrets from the inside, through a guided tour of the Modena production plant. Discover how the cars are born, learn their secrets, fully understand their engineering and really feel part of the Maserati family.

# **MASERATI EXPERIENCE\*\***

For those wishing to combine their factory visit with a little more insight into the company's home city of Modena, Maserati has the perfect solution. Lasting one or more days, the Maserati Experience enables you to get to know the world of Maserati at first-hand via a guided tour that allows you to discover Modena, its culture, its history and its fine food. You can tailor your Maserati Experience to your own personal tastes and interests by combining a variety of activities:

- Visit to the Panini Museum and/or Stanguellini Museum (famous motor museums)
- Guided tour of the town
- Guided tour of a traditional balsamic vinegar manufacturer, with tasting
- Guided tour of a winery, with tasting of local wines
- Cookery school
- Day at the Modena Golf & Country Club
- ...And much, much more

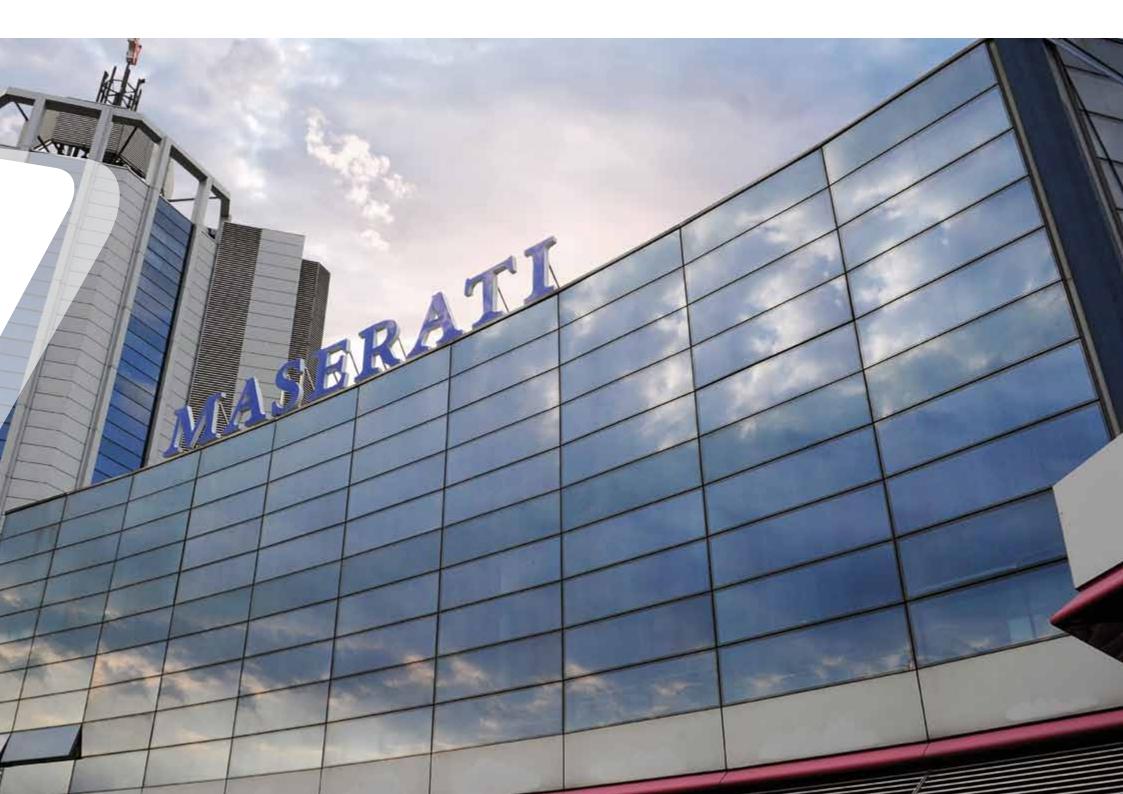
# **MASERATI COLLECTION**

The Maserati Collection of quality leisurewear, goods and branded merchandise has been specially created for those who share the Maserati passion, and who seek to associate with the illustrious marque. Maserati Collection items are available from all Maserati dealers, and from the Maserati Store at the Maserati showroom in Modena. Alternatively all the articles in the collection can be purchased online at www.maseratistore.com and delivered directly to your home.



 $<sup>\</sup>ensuremath{^{\star}}$  Tours are only arranged by appointment and can be booked through dealers all over the world

<sup>\*\*</sup> For more information please contact us by writing to: maseratiexperience@maserati.com



### **MASERATI CLUB**

Joining the exclusive Maserati Club means sharing thrills and experiences with other Maserati owners, and being invited to take part in special motoring events all over the world. Drivers of cars from every era can enjoy the pleasure of driving their Maseratis in a calendar of events created especially for Maserati Club members. The Maserati Club provides the link between the past, present and future of the company. For more information, visit www.maseraticlub.com

#### **MASERATI ACCESSORIES**

Specially conceived to satisfy our Customers' needs, the Maserati genuine accessories are a perfect combination of design and functionality. The attention to detail, style and quality of each individual accessory reveal the very essence of the Maserati brand, always searching for the perfect balance between comfort and performance. The Car Covers and Car Care Products are just a few examples of the "Cleaning and Care" line, designed to preserve the charm of Maserati cars unaltered over time. "Safety", a selection of various items including the Child Seats and the Windscreen water repellent treatment, to travel safely and comfortably. The range is completed by the "Travel" line accessories, which include the Winter Tyres and the Luggage Compartment Net, to make the most out of your car. These are just some examples of the several items available, which will make the Maserati driving experience unique for our Customers.

# **MASERATI CLASSICHE**

Created for enthusiasts and owners of vintage Maserati cars, Maserati Classiche is an organisation that's dedicated to those who wish to engage with the marque's glorious past. The Maserati Classiche range of products includes items that celebrate the company's 99 year history: paintings of glorious events, pictures of classic Maseratis, original reproductions of parts catalogues, owners' handbooks and old brochures, clothing, scale models, and much, much more. All the latest items can be found on www.maserati.com in the Maserati – Maserati Classic section.

Or for more information, email maserati.classiche@maserati.com





# **MASERATI WORLD**

**EUROPE: ASIA / OCEANIA:** 

Austria Australia Belgium Azerbaijan Bulgaria China Cyprus\* Hong Kong Czech Republic India Denmark Indonesia France Japan Kazakstan Germany Greece Korea

Malaysia Hungary New Zealand Philippines Lithuania Singapore Luxemboura Taiwan Monte Carlo Thailand

Israel

Italy

Netherlands

Norway

Poland

Portugal\*

Romania

Russia

Spain

Turkey

Ukraine

Slovenja

Sweden

Switzerland

United Kingdom

AFRICA / **MIDDLE EAST:** 

Bahrain Egypt

Rep. of South Africa

Morocco Kuwait Lebanon Oatar Saudi Arabia

United Arab Emirate

Oman

# **NORTH AMERICA:**

Canada USA

# CENTRAL / **SOUTH AMERICA:**

Argentina Brazil Chile Colombia Costa Rica\*

Dominican Republic\* FI Salvador\* Guatemala\*

Mexico Puerto Rico Venezuela

# \*Service Only

#### **MASERATI CONTACT CENTRE:**

Italy - 800 008 008 • Switzerland (German) - 0800 837 100 • Switzerland (French) - 0800 837 200 • Switzerland (Italian) - 0800 837 300 • Germany - 0800 810 80 • Sweden - 020 798 000 • Norway - 800 180 88 Finland - 0800 110 808 • Austria - 0800 281 888 • France - 0800 908 000 • Poland - 48 22 5704730 • Principality of Monaco - 800 93 888 • Denmark - 80 888 000 • Belgium (Flemish) - 0800 710 31 • Belgium (French) 0800 710 30 • Luxembourg - 8002 8000 • Netherland - 0800 0 224 234 • Spain - 9009 969 45 • Portugal - 8008 39 103 • Greece - 00800 3912 725 41 • Turkey - 00800 399 090 538 • United Kingdom - 0800 064 6468 Latvia - 0371 7500 100 • Australia - 1 800 196 941 • Hong Kong - 00 852 2870 8821 • Japan - 0120 965 120







On the Maserati website, at **www.maserati.com**, or through the **Maserati Service Network** you may consult the list of telephones that are compatible with the Multi Media System, and their level of compatibility.

The illustrations and texts contained in this brochure are based on the information available at the time of production and do not contain a description of specific characteristics of the car by the Constructor. Some models, equipment and accessories may not be available or may only become available after the car's launch on the market. Maserati reserves the right to modify colours, designs and technical features at any time and without forewarning.

Official Maserati Dealers will be glad to provide further details and updates in this regard.



Stay in touch with Maserati by aligning the QR code with the camera of your smartphone or visiting www.maserati.com/connect/en

Discover the Maserati Range visiting www.maserati.com





WWW.MASERATI.COM

W W W . M A S E R A T I 1 0 0 . C O M

MASERATI SPA · VIALE CIRO MENOTTI, 322 · 41121 MODENA · ITALIA