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Maserati Debuts the All-new Ghibli in Super Bowl XLVIII

February 2, 2014, Englewood Cliffs, NJ - Maserati, one of the world's most respected luxury automotive brands, continues to celebrate the North American roll out of the all-new Ghibli with a 90-second broadcast spot titled "Strike" during the first quarter of America's most anticipated football game.

"Maserati is embarking on its 100th year of craftsmanship with an important entry into the North American market," said Harald Wester, CEO of Maserati SpA. "We've worked hard at designing and engineering the Ghibli and there is no better time to make an impactful introduction than while the entire country is watching."

Maserati enters this new era backed by strong product and with ambitious sales goals driven by proven growth in the North American market, where the brand experienced triple digit gains in the past year.

First unveiled to the U.S. in November at the Los Angeles Auto Show, the Ghibli is Maserati's first-ever mid-size four-door luxury sports sedan vehicle. Available with all-wheel-drive and starting at \$66,900, the Ghibli is powered by a Ferrari built twin-turbo V6 engine capable of over four hundred horsepower. Advanced suspension, Brembo brakes and extensive use of aluminum ensure comfort, with an ease of performance ready when called upon. Within its striking aerodynamic silhouette, the cabin offers rich Italian leathers, woods and other high quality materials that are at the heart of the Maserati brand. The Ghibli upholds the tradition, luxury and performance that have marked the brand for a century at a more accessible price point and open the brand up to new buyers.

"We know luxury sports sedan buyers are met with a lot of options these days, but in this category, cars have become more and more uniform," said Wester. "The Ghibli is the newest and most distinguished option in an all-too indistinguishable luxury sports sedan market."

Maserati strikes with Super Bowl spot

The story of Maserati's introduction to the North American market with the Ghibli is one of hard work, dedication, and an element of surprise. Maserati brings this story of passion and tenacity to life in its Super Bowl spot "Strike" featuring Academy Award-nominated actress Quvenzhané Wallis.

Directed by American filmmaker David Gordon Green and filmed on location in Los Angeles, "Strike" is a poetic nod to a brand with proven tradition and one of the highest standards of quality in the industry, who has been hard at work engineering an automobile that will usher it into the next 100 years of innovation—an automobile with power and personality capable of striking against the status quo. The spot is relevant to Americans everywhere who have had struggles and obstacles to overcome. It is a reminder that with steadfast commitment to hard work and unwavering passion, we can deal with our own "giants" around us, we can overcome them and achieve what we set out to do.

The broadcast spot was created in partnership with independent advertising agency, Wieden+Kennedy (W+K), based out of Portland, Ore. The campaign also includes several print and digital extensions, including a USA Today Cover Wrap and Yahoo Homepage Takeover, also created in partnership with W+K.

Maserati invites you to view their first ever TV broadcast feature – Strike, by visiting www.maserati.us or YouTube at <http://bit.ly/Mo3CsV>.

"Strike"

The world is full of giants.

They have always been here, lumbering in the schoolyards, limping through the alleys.

We had to learn how to deal with them, how to overcome them.
We were small but fast, remember?
We were like a wind appearing out of nowhere.
We knew that being clever was more important than being the biggest kid in the neighborhood.
As long as we keep our heads down, as long as we work hard,
trust what we feel in our guts, our hearts,
Then we're ready.
We wait until they get sleepy,
wait until they get so big they can barely move,
and then walk out of the shadows,
quietly walk out of the dark—and strike.

About Maserati

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 six 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, 1-800- My-Maserati. *Built after 11/2013

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