



MASERATI

MASTER MASERATI DRIVING COURSES





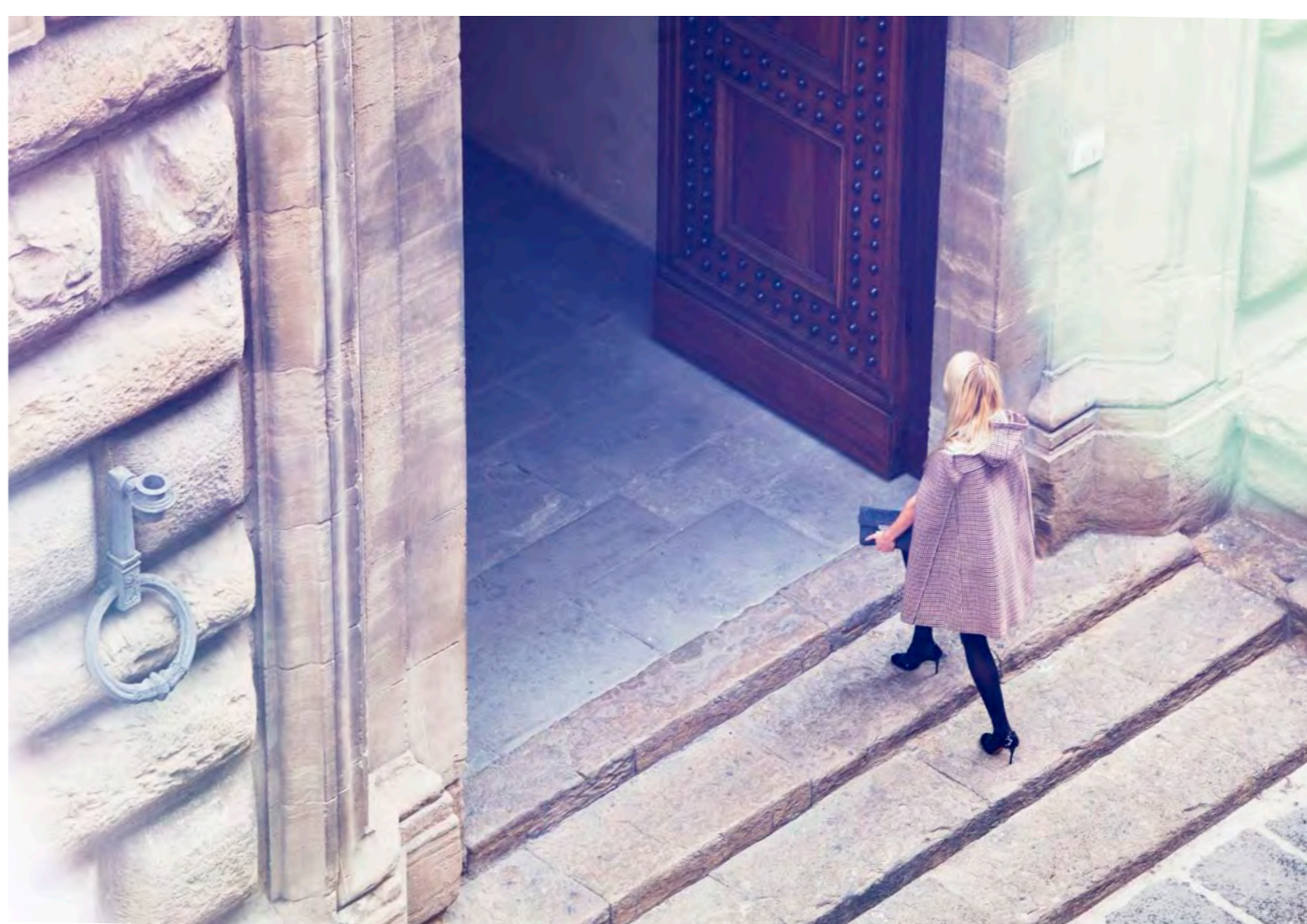
EXCELLENCE AT ITS BEST

Master Maserati is dedicated to those who like to experience the finer things in life. Experiences of the highest class, exquisitely exclusive, with all the genuine Italian style and elegance Maserati is famous for. Experiences that thrill body and soul, right and left hemispheres, circuit and road, and above all the heart.



MORE THAN JUST DRIVING

Pursuers of the finer things in life know that ordinary experiences are not enough and perfection lies in the tiniest details. *The finer things in life* are appreciated more when they are truly experienced.



WHEN PERFORMANCE MEETS EMOTIONS

Master Maserati courses are based on a simple truth. To truly enjoy every minute at the wheel, drivers must know their cars, learn to handle them in all situations, squeeze out every drop of adrenalin they can offer. And equally important: to become one with them and the style essential to their character.



Driving exclusive, high-performance cars and have fun doing so, with the guidance and skill of a professional driver. This is the aim behind **Master Maserati**: safe/sporty driving courses specifically tailored to give participants the opportunity to try out **the performance of the marque's** various models in depth and in total safety.

The programme, **structured for various levels of driving experience**, under **the supervision of expert Maserati instructors** is the opportunity for participants to test their skills on the highly technical Varano de' Melegari (Parma) circuit and learn to handle their cars **to professional levels**.

Advanced driving techniques, on track with telemetry analysis, dynamic handling on the circuit and exercises in low friction surfaces are just some of the aspects covered on the courses to achieve an absolute fluid relationship between car and driver, leading to more enjoyment at the wheel.

Master Maserati courses are held at the **Varano de' Melegari** (Parma) **Autodrome**, unrivalled for the excellence of its technical features, its high safety standards and its special facilities for teaching on the circuit.

SPECIFIC DRIVING TEACHING FACILITIES

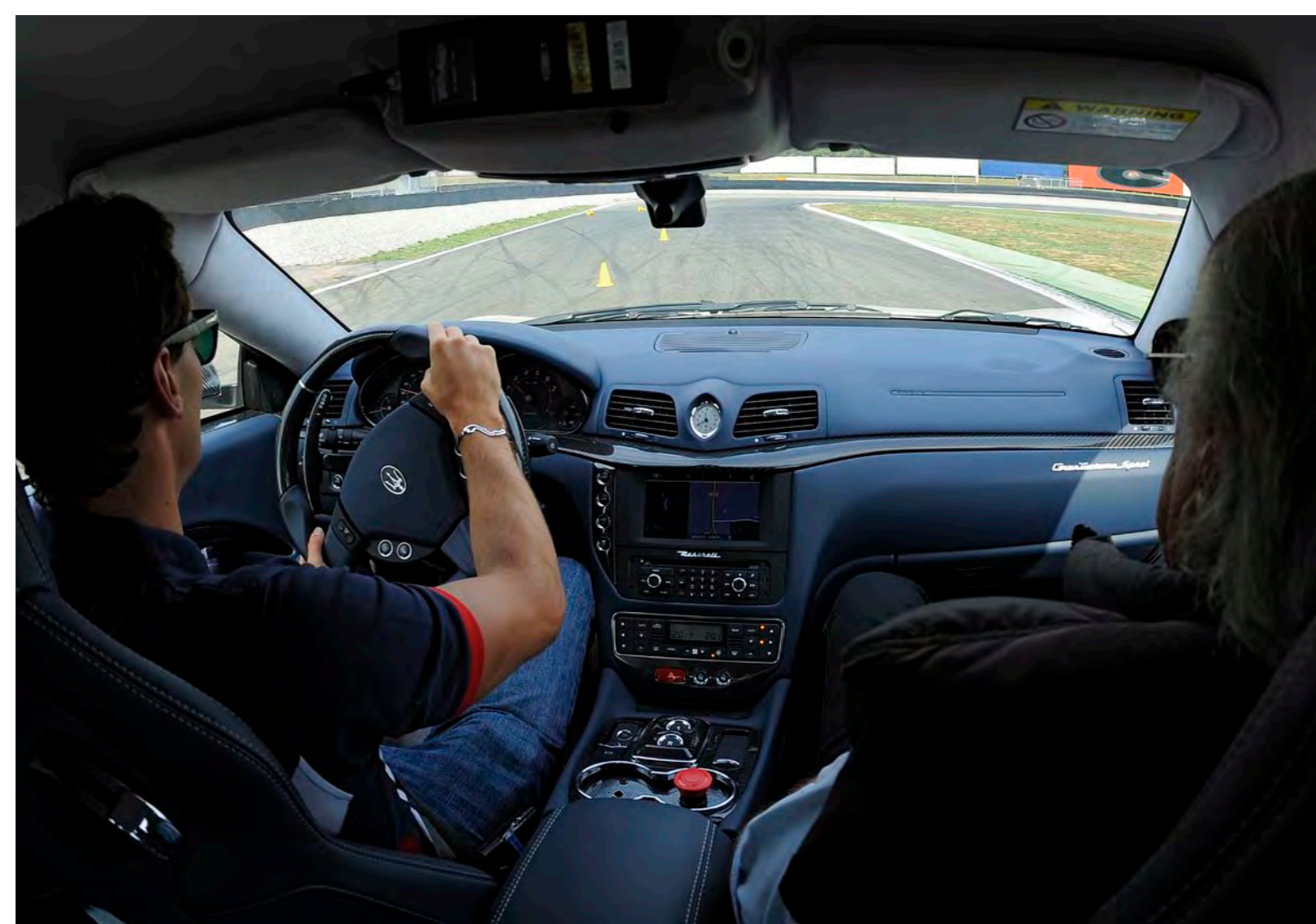
Exclusive use of the circuit, areas specially equipped for training exercises, data acquisition systems on board for detailed personalised telemetry data, electronic timing to record each driver's performance, theory classroom with computerised image transmission.

TEAM

Professional drivers/instructors from the world of racing, all with a wealth of instructor experience with GT cars.

DEDICATED FLEET

GranTurismo Sport, GranTurismo MC Stradale, GranCabrio Sport, GranCabrio MC, Quattroporte, Ghibli (15 cars), each equipped with on-board audio/video recording system.



MASTER MASERATI

The ultimate driving experience



MASTER ITALIAN LIFESTYLE EXPERIENCE

Exclusive cars, fashion, beauty, art: an experience offering all the best of Italy.

pag. 11



MASTER GT 1 DAY

One day of dynamic learning for the perfection of driving techniques.

pag. 21



MASTER GT 2 DAYS

Two days of in depth exploration of driving techniques and personalised programme.

pag. 25



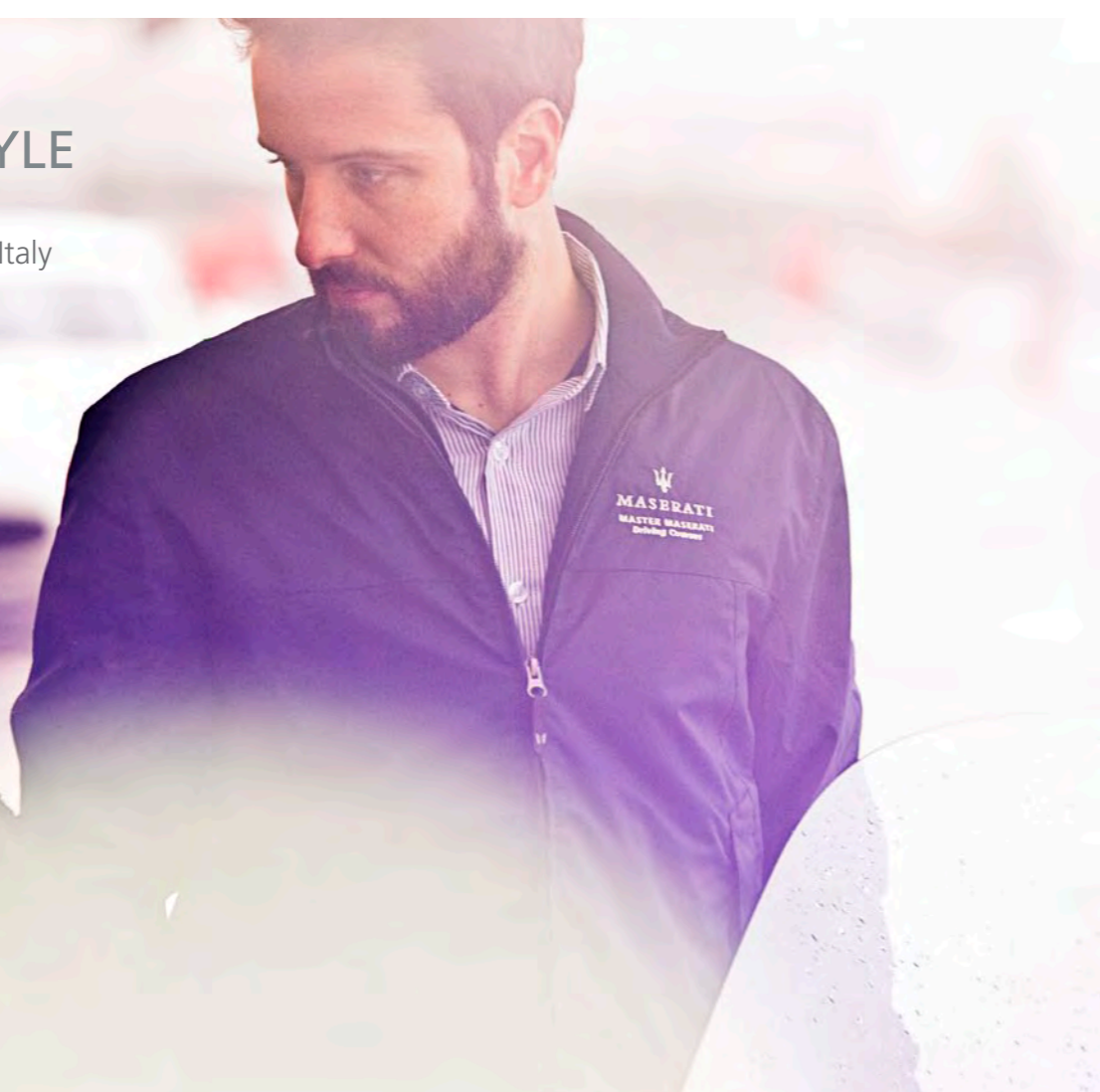
MASTER HIGH PERFORMANCE

Drivers can put themselves to the test with the high-performing models and the most advanced techniques.

pag. 31

MASTER ITALIAN LIFESTYLE EXPERIENCE

The glamour and beauty of Italy
in a sumptuous experience.



The lifestyle experience features Italy's most famous, glamorous characteristics: **luxury, art, fashion and, of course, the racing spirit.** An innovative project, which allows enthusiasts and their companions to live the concept of **"Italian Style" in a thrilling, absolutely exclusive way.**

The locations chosen for the event are **two cities rich in history, Florence** (the "cradle of the Renaissance", a UNESCO heritage site, **and Parma** (official headquarters of the Master Maserati programme

and famous as the home of fine cuisine). Here, participants will have the opportunity to enjoy a **splendid combination of circuit sessions and the exclusive activities organised by the Maserati team.**

A five-star programme, conceived to appeal in full both to the driver and his travelling companion. **A wonderful experience to be lived as a couple**, with privileged access to the **exceptional best this wonderful area has to offer.**

PARTICIPANTS: 18/24 per Event.

EVENT DURATION: 2 days, the first at the Autodrome and the second in and around Florence.



DAY 0 PARMA **DRIVER & COMPANION**

- 18.00** **Guest arrival and accreditation**
at Grand Hotel de la Ville***** Parma*
- 19.30** Welcome aperitif and greeting from
the Master Maserati Staff
- 20.15** Dinner at an exclusive Restaurant
in the historic centre of Parma

DAY 1 VARANO DE' MELEGARI **DRIVER**

- 8.45** **Start of Master Maserati Course**
Arrival at the track and staff welcome
- 9.00** Theory session
- 9.30** Guests are divided into groups with activities on a rotation basis
Guidelines on correct driving
- 10.30** Start of practical exercises. Groups to rotate:
a) Driving on the circuit - initial sessions with analysis
of the video filmed on board
b) Handling Circuit
c) Driving session on the circuit with remote monitoring
and telemetry analysis
In-depth analysis sessions with data acquisition systems.
d) Braking technique

DAY 1 VARANO DE' MELEGARI - FLORENCE **DRIVER**

- 12.30** Lunch at the Circuit Restaurant
(driver & companion)
 - 13.15** Group photo
 - 13.30** Practical drills restart
 - 15.30** Driving on the circuit - concluding sessions with instructor on board
and telemetry analysis
 - 16.30** Closing ceremony and awarding of certificates
 - 16.45** **Guests leave for Florence in Maserati cars**
(Guest/Instructor take turns at the wheel as preferred)
- 19.00** **Guests arrive**
at Grand Hotel Villa Medici***L****
Florence
 - 20.00** Dinner at exclusive restaurant in Florence
(driver & companion)

*Grand Hotel De La Ville, Barilla Center, Largo P. Calamandrei 11 43121 Parma. - Ph: 0039 0521 03.04 - www.grandhoteldelaville.it

**Grand Hotel Villa Medici Via Il Prato 42, 50123 Firenze. - Ph: 0039 (0)55 277171 - www.villamedichotel.it



DAY 1 PARMA - FLORENCE *COMPANION*

09.30
Leave for a tour of the buildings of historic interest in **PARMA**

Companions, with **shuttle and driver at their service**, will set off to explore Parma's magnificent historic centre with a guided tour of the **Cathedral** and **Baptistery**. This will be followed by a visit to the **Farnese Theatre**, once the court theatre of the Dukes of Parma and Piacenza, now included within the **National Gallery**.

12.30
Arrival at the Circuit and lunch

The companions will travel to the circuit at the end of their City Tour to enjoy lunch at the Autodrome restaurant with the drivers. This will enable them to exchange impressions on the first part of the day.

14.00 - 16.00
Transfer to **FLORENCE** by special shuttle

The companions will leave for Florence by special

shuttle, with destination the Grand Hotel Villa Medici *****L. Its large saloons, garden, rooms with excellent interior design and terrace with magnificent view of the city create an atmosphere of great beauty. Its location is enviable: in the historic heart of Florence, a short stroll from the Arno, in quiet, secluded surroundings, where the greenery of the garden with pool creates a pleasant refuge from the city bustle.

17.30
Snack and Wine Tasting

Snack and Wine Tasting Companions will be

offered a welcome aperitif next to the hotel's splendid pool. The wines available will include the world-famous Tuscan Chianti. After the tasting, guests will be able to enjoy an exclusive afternoon's shopping along the streets of the historic centre (a short stroll from the hotel), surrounded by famous buildings, craftsmen's workshops and prestige ateliers.

17.30 - 19.00
Shopping in the centre of Florence

Florence offers not only the latest clothes by the leading Italian and international fashion houses,

but also **traditional craftsmen's workshops**, historic tailors' shops and the unforgettable shoemakers: heirs to the genuine local craft tradition and creators of products of truly unique beauty, elegance and quality.

Florence has always been the capital of fashion and fine clothes, a special place where past, present and future mingle. A glamorous city, where bright shop windows sparkle throughout the historic centre, from **Piazza della Signoria** to **via Tornabuoni**. A stroll across the romantic **Ponte Vecchio** is not to be missed. Any walk around the city will be given a special sparkle

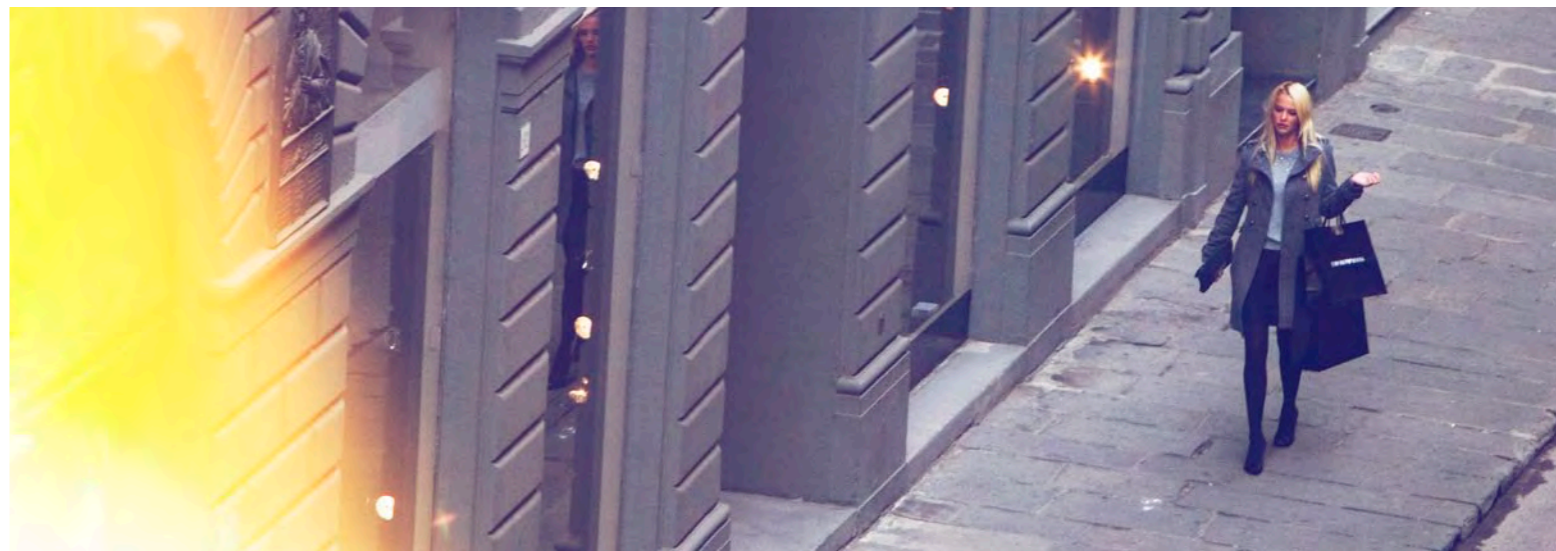
by stops at the most famous goldsmiths' shops, where jewels of incredible beauty, often more like works of art than everyday accessories, are on display.

19.00
Return to Hotel and drivers' arrival

20.00
Dinner at exclusive restaurant in Florence (driver & companion)

DAY 2 FLORENCE DRIVER & COMPANION

- 9.15 Guests divide into two groups for different activities.
Depart hotel for:
- a) Road Test Drive** (about 70 km) at the wheel of Maserati models along the unique, lovely roads of the Chianti Valley. Break at the famous Frescobaldi Castle **with gourmet tasting** session for all and guided tour of the cellar and estate for companions.
- b) Guided tour of the most famous, prestigious locations in the Historic Centre of Florence: Uffizi Gallery and Traditional Craftsmen's Workshops**
- 12.30 Light Lunch at Hotel garden restaurant
- 13.45 Activities restart with groups swapping activities
- 17.00 Activities end with following options:
a) guests depart
b) option of prolonging stay in Florence at special Maserati conditions and rates
c) special shuttles can be organised for guests wishing to travel straight to the airport





PRICES

- **DRIVER: € 4.890** (including VAT). The price includes all activities described in the programme, including accommodation, breakfasts, lunches, dinners, museum entry charges and guided tours.
- **COMPANION: € 1.290** (including VAT). The price includes all activities described in the programme, including accommodation in double room with driver, breakfasts, lunches, dinners, museum entry charges and guided tours.

Special offers available for groups (min 3 participants). For more information please contact info@mastergt.it

MASTER ITALIAN LIFESTYLE EXPERIENCE



MASTER GT 1 DAY

Performance, skill, emotions.
All in a single day.



The one-day Master GT driving course is the Maserati dynamic programme intended both for owners and enthusiasts of the brand, who wish to improve or perfect their driving technique at the wheel of Maserati range models.

The course is structured to ensure **participants are provided with excellent driving techniques for high-performance cars**, with the unique driving quality and pleasure delivered by Maserati products.

Master GT 1 Day is structured to provide a blend of theory and sporty driving supported by the experience of professional drivers, whose aim is to increase understanding and demonstrate the full capabilities of the Maserati models by **improving participants' personal driving characteristics in an enjoyable and challenging programme**.

PARTICIPANTS: 24 per course, divided into 3 or 4 groups of 6 to 8 participants each.

EVENT DURATION: 1 day at the Autodrome.



1 DAY AT THE TRACK MASTER GT 1 DAY

<p>8.45 Arrival at the track and staff welcome</p> <p>9.00 GT Driving theory</p> <p>9.30 Division of participants into activity groups Guidelines on correct driving: a) introductory demonstration session b) driving session with guests at the wheel and instructors on board</p> <p>10.30 Start of practical exercises. Groups to rotate: a) Driving on track Initial sessions with analysis of the video filmed on board b) High-speed Handling c) On track with telemetry analysis In-depth analysis session with data acquisition systems d) Power oversteer with and without ASR</p>	<p>13.00 Lunch at the Circuit Restaurant</p> <p>13.45 Group photo</p> <p>14.00 Practical drills restart</p> <p>16.30 Final circuit driving sessions</p> <p>17.30 Possibility for Maserati owners to test their own Maserati on track</p> <p>17.45 Closing ceremony and awarding of certificates and driving contest prizes</p> <p>18.00 Departure of guests</p>
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PRICES

COURSE ONLY

- **DRIVER: € 2.150** (including VAT), including 1 day on the track, insurance, lunch at the circuit, open bar and Maserati gifts.
- **COMPANION: € 250** (including VAT), including insurance, access to the circuit, participation in dynamic activities, lunch at the circuit, open bar and Maserati gifts.

COURSE WITH ACCOMMODATION

- **DRIVER: € 2.300** (including VAT) including bed and breakfast accommodation in Superior room at Hotel Parma & Congressi****L * the evening before the course date and return transfer from Hotel to Autodrome by special shuttle.
- **COMPANION: € 400** (including VAT)

Special offers available for groups (min 3 participants). For more information please contact info@mastergt.it

* Hotel Parma & Congressi, Via Emilia Ovest, 281/A - Fraore - 43010 Parma. Ph. 0039 0521 676011 - www.hotelparmaecongressi.it



MASTER GT 2 DAYS

Driving on the circuit requires dedication and commitment, but the reward is an adrenalin-packed course.



The **two-day Master GT** is the driving course organised by Maserati S.p.A. that is oriented towards the **granturismo** as well as **in depth safe and sporty driving techniques**.

The programme, comprising **two full days on the circuit**, allows full instruction in all driving techniques and the opportunity to **perfect performances at the wheel**, under the careful, professional eye of the Master GT instructors.

The Master Maserati team of instructors have developed a specific program where **the instruction and the dynamics of the course can be personalised** to the participant's specific needs and expectations.

The perfectly balanced, well proven course is taught by **top professional instructors highly skilled in teaching the right techniques for driving high-performance cars**, with the aim of ensuring the unrivalled driving pleasure that comes from the combination of sophisticated technique, **the thrills on offer from the amazing Maserati models** and applied state-of-the-art technologies for driving courses.

PARTICIPANTS: 24 per course, divided into 3 or 4 groups of 6 to 8 participants each.

EVENT DURATION: 2 days at the Autodrome

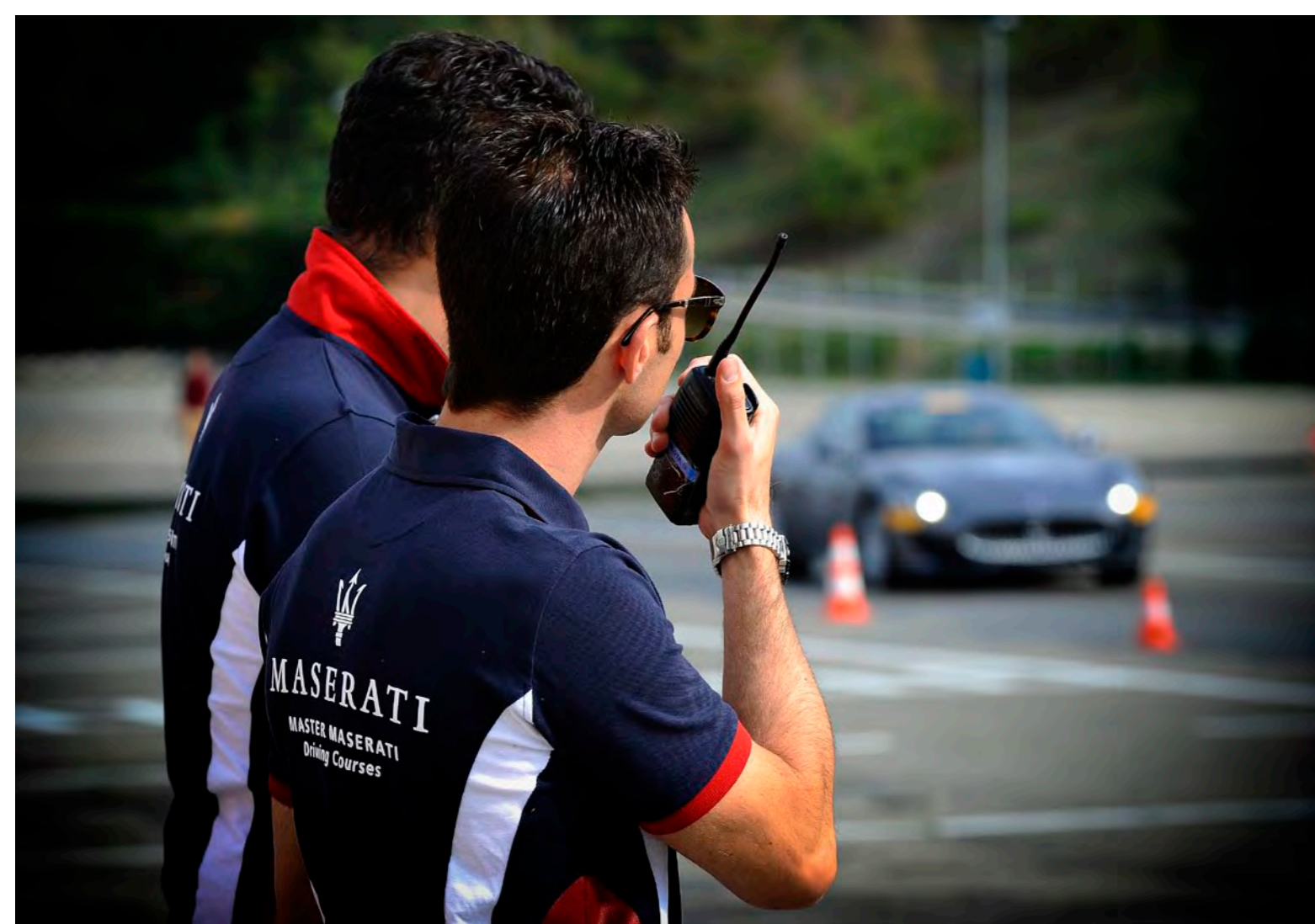


1st DAY AT THE TRACK MASTER GT 2 DAYS

8.45	Arrival at the track and staff welcome	13.00	Lunch at the Circuit Restaurant
9.00	Master GT driving theory - 1 st session	14.00	Practical drills restart
9.30	Guests are divided into groups with activities on a rotation basis Guidelines on correct driving	16.30	On track with instructor on board
10.30	Start of practical exercises. Groups to rotate: a) On track with telemetry analysis Initial sessions with data acquisition systems b) High-speed Handling c) On track with telemetry analysis In-depth analysis session with data acquisition systems d) Power oversteer with and without ASR	17.30	Debriefing
		17.45	Return to the Hotel (for participants who choose the course with accommodation package)
		20.30	Dinner (for participants who choose the course with accommodation package)

2nd DAY AT THE TRACK MASTER GT 2 DAYS

8.45	Arrival at the autodrome	13.45	Group photo
9.00	Master GT driving theory - 2 nd Session	14.00	Practical drills restart
9.30	Start of practical exercises. Groups to rotate: a) On track with telemetry analysis - driving competition based on remote monitoring of performance b) Slide machine - driving on a low-grip surface c) On track with telemetry analysis and the pace car d) GT Route- timed driving competition	15.15	Laps of the track with the pace car Final driving session
13.00	Lunch at the Circuit Restaurant	17.00	Possibility for Maserati owners to test their own Maserati on track
		17.15	Closing ceremony and awarding of certificates and driving contest prizes
		17.30	Departure of guests



PRICES

COURSE ONLY

- **DRIVER: € 3.900** (including VAT), including 2 days on the track, insurance, 2 lunches at the circuit, open bar and Maserati gifts.
- **COMPANION: € 350** (including VAT), including insurance, access to the circuit, participation in dynamic activities, lunches at the Circuit, open bar and Maserati gift.

COURSE WITH ACCOMMODATION

- **DRIVER: € 4.270** (including VAT) including two nights' bed & breakfast accommodation in Superior room at Hotel Parma & Congressi****L * just 20 minutes from the Circuit, return transfer from Hotel to Circuit by special shuttle and dinner at an exclusive restaurant in Parma at the end of the first day of the course. Participants' arrival at the hotel is scheduled for the evening before the first day of the chosen course.
- **COMPANION: € 690** (including VAT)

Special offers available for groups (min 3 participants). For more information please contact info@mastergt.it

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MASTER HIGH PERFORMANCE

Dedicated for those who always want
the most from every experience



The Maserati Master HP is the **natural evolution of the GranTurismo driving technique concepts** developed during the previous GT programme.

The Course, designed to deliver a **highly professional and technically advanced service**, provides the unique opportunity to **master the Maserati GT world** and experience the outstanding performance of the Maserati models on the Varano de' Melegari circuit, through an **extremely customised, specialist programme that combines technical learning with speed and driving satisfaction**.

The programme includes **advanced high-speed driving concepts and technically more complex, challenging driving exercises** which assume familiarity with fundamental driving techniques, which will have been acquired earlier (Master GT level).

The Master Maserati team of instructors have developed a **specific program** where the instruction and the dynamics of the course can be personalised to the participant's specific needs and expectations. The examination of the technical aspects of the course will be done **through an intensive and professional use of telemetry for in-depth analysis**, based on **driving sessions of increasing duration**.

PARTICIPANTS: 24 per course, divided into 3 or 4 groups of 6 to 8 participants each.

EVENT DURATION: 2 days at the Autodrome



1st DAY AT THE TRACK MASTER HIGH PERFORMANCE

8.45	Arrival at the track and staff welcome	13.00	Lunch at the Circuit Restaurant
9.00	Master HP driving theory - 1 st session	14.00	Practical drills restart
9.30	Guests are divided into groups with activities on a rotation basis Initial driving session with on-board instructor	16.30	On track with instructor on board
10.30	Start of practical exercises. Groups to rotate: a) On track with telemetry analysis initial sessions with data acquisition systems b) High speed pendulum turns c) On track with telemetry analysis skill perfecting session with customised and incremental benchmark parameters d) Circle	17.30	Debriefing
		17.45	Return to the Hotel (for participants who choose the course with accommodation package)
		20.30	Dinner (for participants who choose the course with accommodation package)

2nd DAY AT THE TRACK MASTER HIGH PERFORMANCE

8.45	Arrival at the autodrome	13.45	Group photo
9.00	Master HP driving theory - 2 nd session	14.00	Practical drills restart
9.30	Start of practical exercises. Groups to rotate: a) On track with telemetry analysis - performance session b) HP route - high speed contest c) On track with telemetry analysis and the pace car - Long Run d) On track with telemetry analysis and the pace car - Driving Quality and Performance Contest	15.15	Laps of the track with the pace car Final driving session
13.00	Lunch at the Circuit Restaurant	17.00	Possibility for Maserati owners to test their own Maserati on track
		17.15	Closing ceremony and awarding of certificates and driving contest prizes
		17.30	Departure of guests



PRICES

COURSE ONLY

- **DRIVER: € 4.330** (including VAT), including 2 days on the track, insurance, 2 lunches at the circuit, open bar and Maserati gifts.
- **COMPANION: € 350** (including VAT), including insurance, access to the circuit, participation in dynamic activities, lunches at the Circuit, open bar and Maserati gift.

COURSE WITH ACCOMMODATION

- **DRIVER: € 4.700** (including VAT) including two nights' bed & breakfast accommodation in Superior room at Hotel Parma & Congressi****L * just 20 minutes from the Circuit, return transfer from Hotel to Circuit by special shuttle and dinner at an exclusive restaurant in Parma at the end of the first day of the course. Participants' arrival at the hotel is scheduled for the evening before the first day of the chosen course.
- **COMPANION: € 690** (including VAT)

Special offers available for groups (min 3 participants). For more information please contact info@mastergt.it

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MASTER MASERATI GENERAL INFORMATION

For information and registration:

Master Maserati Secretariat

Ph: +39 0525 551138 - Fax: +39 0525 551140

E-mail: info@mastergt.it

Insurance:

Maximum insurance coverage, undersigned automatically on enrolment, is estimated at Euro 516.457 for each participant.

Clothing:

Sportswear is recommended for the track activities (in particular shoes suitable for driving). There is no dress code for dinner.

Maserati Factory Tour:

For clients who wish so, and with sufficient notice, it is possible to organise a visit to the Maserati factory in the days leading up to, or immediately after, the course, by contacting Maserati Spa at maseratiexperience@maserati.com



DIRECTIONS TO REACH THE VARANO DE' MELEGARI CIRCUIT

Address: Strada per Fosio 1, 43040 Varano De' Melegari, Parma, Italy

From Milan

Take the A1 motorway in the direction of Bologna.
Take the A15 (Parma-La Spezia) motorway (around 101km down the A1).

From Turin

Take the A21 (Turin-Piacenza) motorway.
At Piacenza continue towards the Auto Sole in the direction of Bologna until the entrance to the La Spezia motorway.
Take the Motorway A15 Parma-La Spezia.

From Bologna

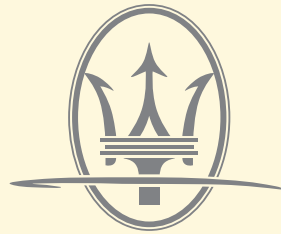
Take the Motorway A1 in the direction of Milan.
Having passed the Parma toll booth, after 8.5 km take the link road that leads to the A15 (Parma-La Spezia) motorway.

From Rome

Take the Roma-Bologna motorway. Continue on the A1 in the direction of Milan. Continue past Modena, Reggio Emilia and Parma.
Take the slip road for the A15 PARMA-LA SPEZIA and exit at FORNOVO

From all directions

exit at Forno. After the toll booth turn left, following indications for "Varano de' Melegari". Continue on this road for round 7 km. On the left is the bridge that leads to the entrance to the circuit.



WWW.MASERATI.COM

MASERATI SPA - VIALE CIRO MENOTTI, 322 - 41121 MODENA - ITALY