

FIAT  
GROUP



**Maserati glorious history**

# Maserati Racing History



## Of Note:

- ▶ Maserati in bitter feud with Ferrari from 1930 to 1960

## Historic F-1 Pilots

- ▶ Juan Manuel Fangio (F1 Champion in 57, and in 1954).
  - ▶ Tazio Nuvolari
  - ▶ Sir Stirling Moss
  - ▶ Alberto Ascari
  - ▶ John Surtees
  - ▶ Froilan “Cabezon” Gonzales
  - ▶ Jean Behra
  - ▶ Wilbur Shaw
  - ▶ Mike Hawthorn
  - ▶ Maria Teresa de Filippis (first & only F1 female driver)
- 
- ▶ Over 200 victories in various categories (to 1967)
  - ▶ 32 Grand Prix Victories (1951-1957)
  - ▶ 2 Championships Formula 1
  - ▶ 6 Grand Prix Victories (1958-1967)
  - ▶ 63 Grand Prix Victories 1926-1950 (prior to FIA)
  - ▶ 2 Victories Indianapolis
  - ▶ 9 Victories in Mille Miglia (in its class) & Targa Florio



# New Modena Ferrari-Maserati Museum – to be opened in 2011 (located in Enzo Ferrari birthplace)



← Maserati  
Factory



## The Maserati Brothers



The Maserati brothers, seven male sons, were all born in a small house on the outskirts of Voghera, (near Milan-Piacenza).

All became involved in engineering, and later in design and construction of automobiles and engines.

Carlo the oldest son, as a very young apprentice, designed an engine in 1898 to power a bicycle (velocipede).

He found a patron, Marquis Carcano who, started a factory for bicycle engine production in the same year.



# The Maserati Brothers



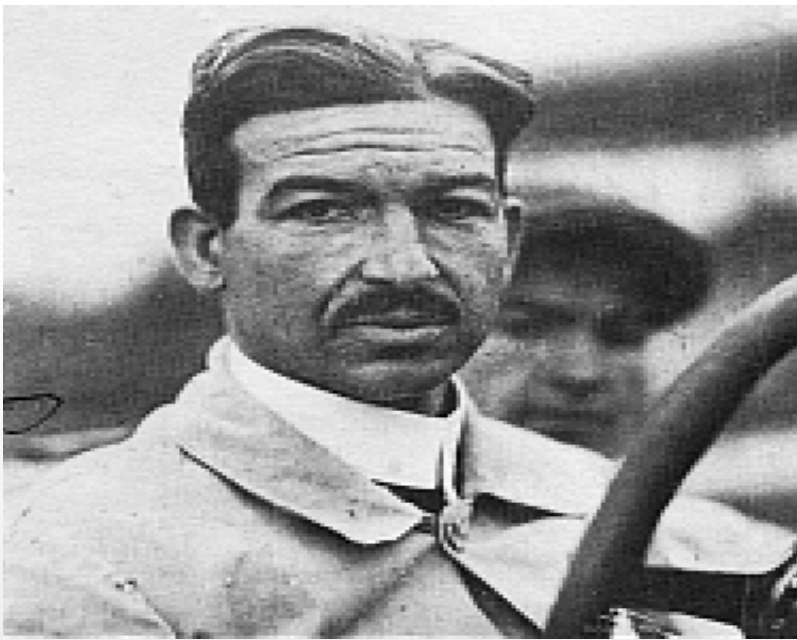
Carlo Maserati took part in motor cycle competitions for a few seasons and successes were gained during 1898-1900.

**1901 Carlo went to work for Fiat, then in 1903, for Isotta Fraschini, as technical adviser & test-driver.**

**He quickly made a career for himself.**



## The Maserati Brothers



**1903, Carlo hired his brother Alfieri, only sixteen, but with a passion equal to Carlo's refined mechanical sensitivity.**

**Alfieri made a name for himself at Isotta Fraschini as a technician and as a driver and later the firm sent him and Ettore to Argentina, then to London and finally, in 1912 to Bologna with the task of organizing customer service.**

**In 1914 Alfieri Maserati set out on his own.**

## The first Maserati (1914 – 1937)



On 14th December, 1914, Maserati ("Società Anonima Officine Alfieri Maserati") was founded



A "trademark" was to be added to the list of those which "had made" the history of the automobile and a Trident that evoked Bologna famous fountain.

As a result of WW1 these were not good times except for arms and munitions factories.

## The first Maserati (1914 – 1937)



The business specialized in race car preparation utilizing Isotta Fraschini engines, Alfieri was joined by Ettore and Ernesto Maserati and five mechanics.

It was the beginning of a legend!

Alfieri & Ettore were recruited into war action and the workshop was entrusted to young Ernesto (16 years old).

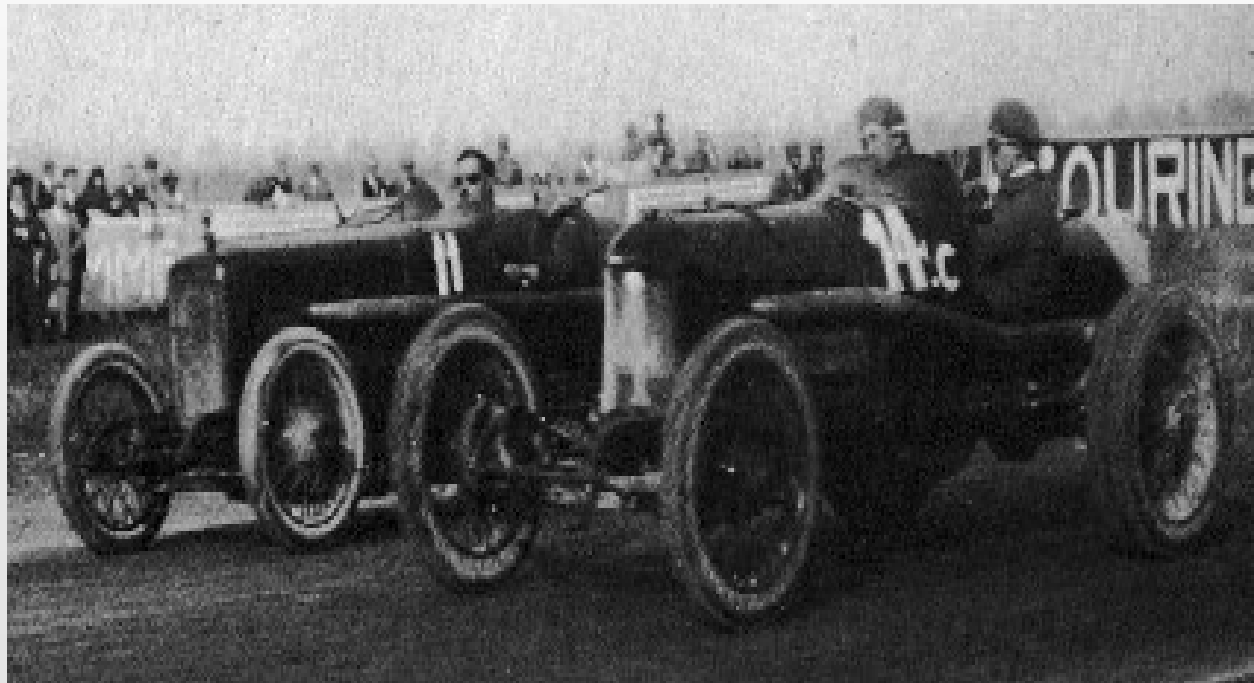


## The first Maserati (1914 – 1937)

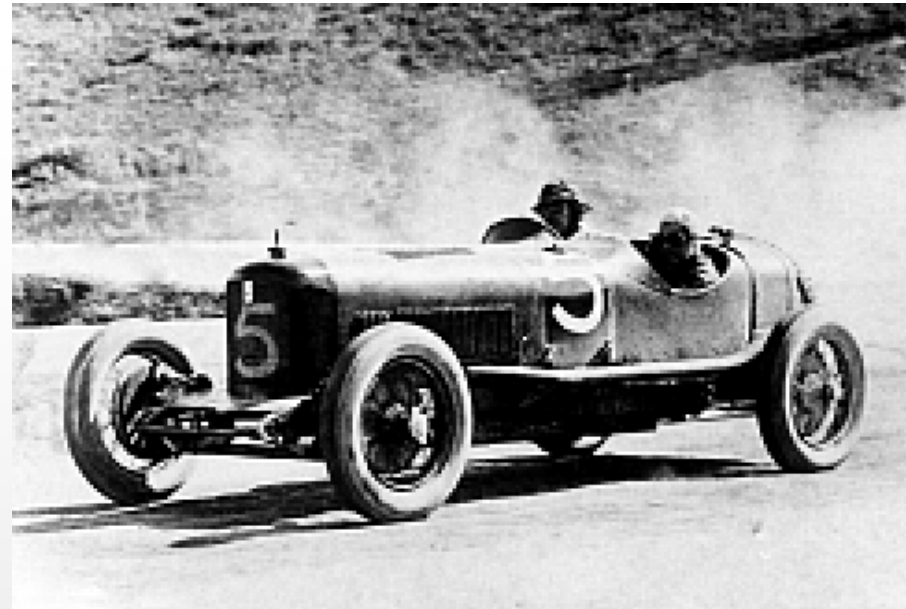
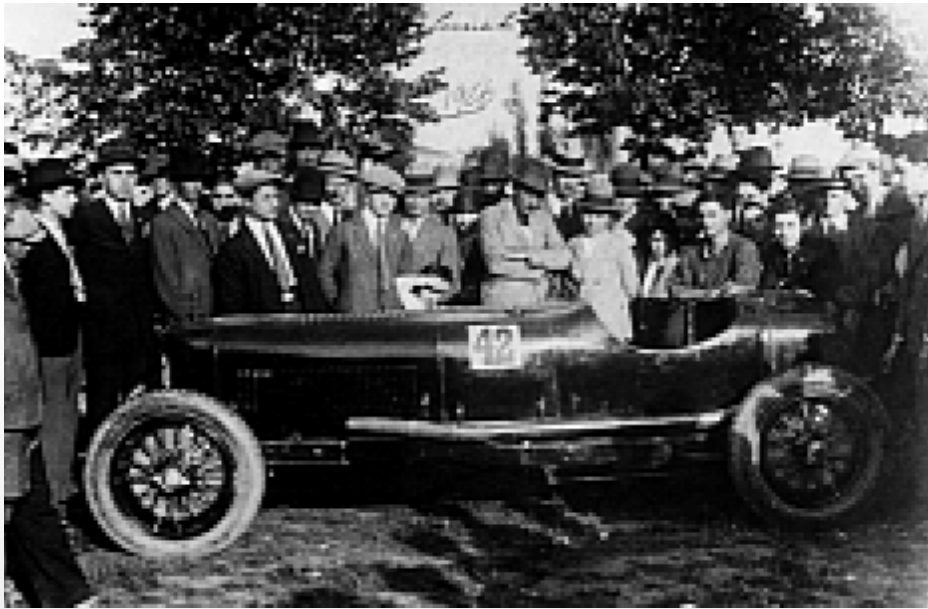


Isotta Fraschini engines were race modified for Alfieri Maserati's race appearances, which were becoming more frequent and successful.

Alfieri drove brilliantly in 1921 winning numerous important European races (ie. Monza) and establishing a name for Maserati.



## The first Maserati (1914 – 1937)



In 1925, Maserati brothers committed themselves to the construction of an entire car, the first to carry their name ... the famous Maserati Tipo 26.

## The first Maserati (1914 – 1937)



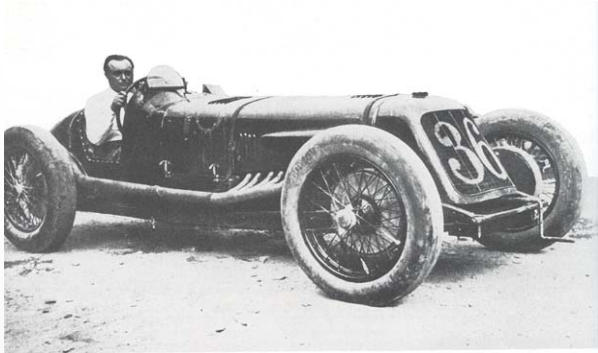
Tipo 26 was 8-cylinder with 1.5 litre supercharged displacement developing 120 bhp

Its 1926 debut with Alfieri driving in the Targa Florio.

It came first in its class.



## The first Maserati (1914 – 1937)

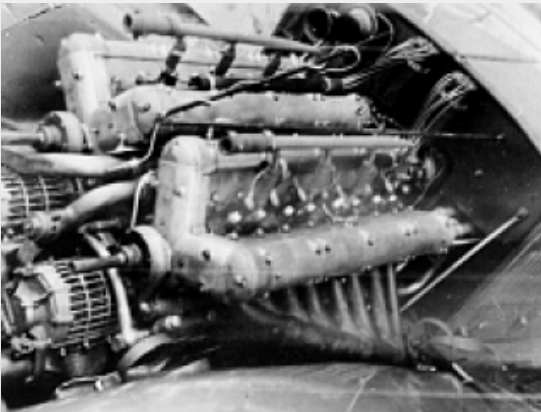


After that victories came fast. In 1929 Maserati won the Tripoli Grand Prix & famous Mille Miglia.

In 1929, Maserati set a new world speed record in a Tipo V4, an extraordinary car with a V16 engine made by coupling two Tipo 26 engine blocks.

This speed record lasted for 8 years.

Performance that established Maserati's image & sales



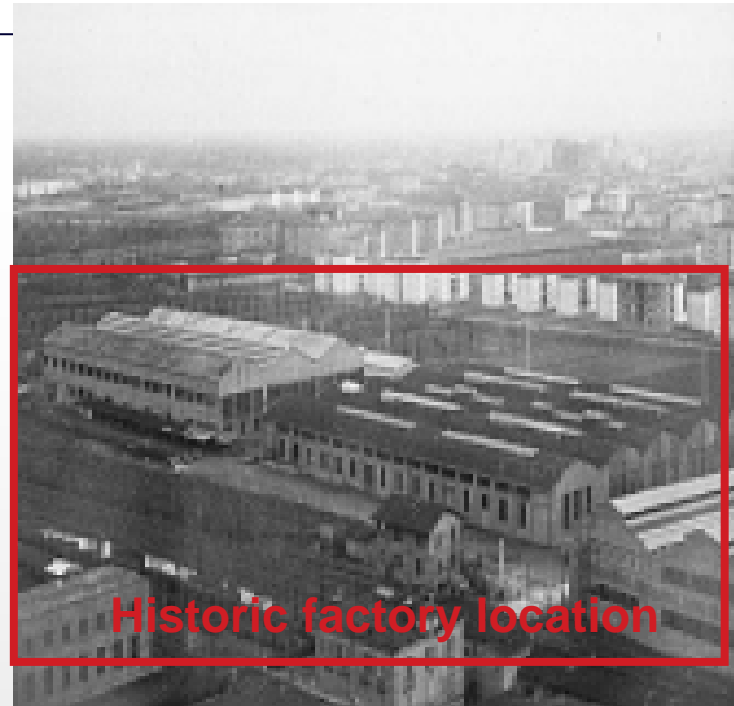
## The first Maserati (1914 – 1937)



In 1933, Tazio Nuvolari drove Maserati to numerous international victories such as the Belgian Grand Prix, the Coppa Ciano and the Nice Grand Prix



## The Orsi years (1937 – 1967)



In 1937, Maserati brothers gave financial management to the Orsi family, keeping their hands on the engineering.

This financial assistance opened the way to many important victories

In 1939, the firm moved to its celebrated premises in Viale Ciro Menotti, Modena.

## Maserati Racing



In 1939 & 1940, Maserati won the Indianapolis 500 with Wilbur Shaw in an 8CTF.  
Maserati is the only Italian constructor to win the legendary American race.



## The Orsi years (1937 – 1967)



**Extraordinary creativity served the WW2 Italian war effort as it converted to machine tool production, electrical components, spark plugs & even electric vehicles.**



# Maserati Road Cars



## 1500 Gran Turismo (A6)

Years of production: 1946-1950  
Numbers produced: 61  
Engine: 6 cylinder, 1500cc, 65 hp



In 1941, decision was made for the development of a GT car, but the first Maserati ever road car were not built until 1946 (after the war).

“1500 Gran Turismo” had an overhead cam engine, a sophisticated valve command system & a tubular chassis - innovative for its time with round section steel tubes.

All bodies built by Pinin Farina.

# Maserati Road Cars



## 2000 Gran Turismo (A6G)

2000 Gran Turismo had a new two-litre engine based on power of the A6GCS racing cars.

Compression ratio and power was reduced to allow engine to run on commercial fuel.

Coupé bodies built by Frua, Vignale & Pinin Farina.



Years of production: 1950-1951  
Numbers produced: 16  
Engine: 6 cylinder, 2000cc, 100 hp





## A6GCS Berlinetta

Extraordinary car was presented in 1954, a Sports Car fitted with an elegant closed “berlinetta” body from Pinin Farina.

A6GCS was a successful 2-seater road race car and was much loved by racing drivers of the era for its excellent driving qualities.

This car is one of the most sought-after historic Maseratis (recently sold for \$ 5 M).



Years of production: 1953-1954  
Numbers produced: 4  
Engine: 6 cylinder, 2000cc, 170 hp

# Maserati Road Cars



## 2000 Gran Turismo (A6G54)

Experience with successful A6GCS was used for a small series GT cars with elevated performances and reserved to a limited number of elite customers.

Twin cam engine was detuned and gave a true GT performance & was highly appreciated by the public. Coupé and spyder bodies made by Frua, Zagato and Allemano.



Years of production: 1954-1957  
Numbers produced: 60  
Engine: 6 cylinder, 2000cc, 150 hp

## The Orsi years (1937 – 1967)



During 1950s, Sir Stirling Moss drove for Maserati - numerous victories but failed to win F1 world championship.

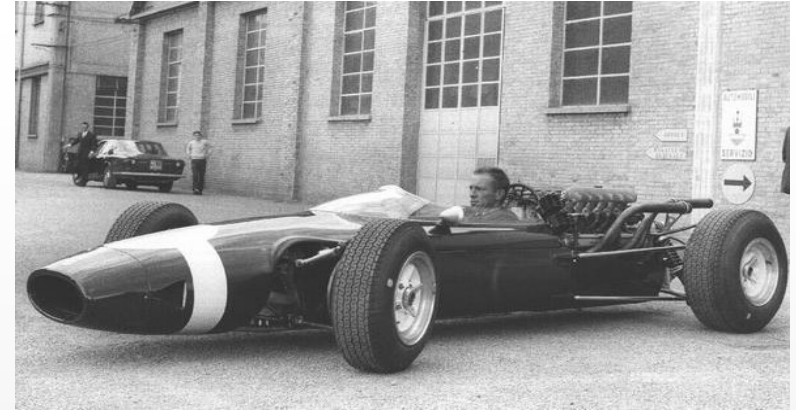
In 1957, Juan Manuel Fangio made a triumphant return in Argentine GP where Maserati took all three places on the podium. (1st Fangio, 2nd Behra, 3rd Menditeguy).

In 1957 (& 1954) Fangio had won the F1 world title in a Maserati 250 F.



Grace Kelly, Pr. Ranieri & Fangio

## The Orsi years (1937 – 1967)



In 1957 due to financial problems, Maserati unexpectedly announced it would no longer race, but continue designing race cars.

Several racing masterpieces were produced including Tipo 60 & 61 "Birdcage" & 3-litre V12 used on the Cooper-Maserati Formula 1 car during 1965-67.

## 3500 GT & GTI



Years of production: 1957-1964  
Numbers produced: 1983 (all versions)  
Engine: 6 cylinder, 3.5L, 220 & 235 hp

**3500 GT was first production car built in large numbers.**

**Made from aluminium & attached to a tubular steel frame. 6-cylinder from 1956 350S racing car and was characterised by excellent torque values at low engine speed.**

**3500GT was a success and resolved the economical difficulties of Maserati at the time.**

## Maserati Road Cars



### 3500 GT & GTI Spyder

With the coupé, an open version of the 3500 GT was under development.

Final design was a masterpiece of designer Vignale.

Spyder replaced drum brakes by more modern disc brakes.



Years of production: 1958-1964

Numbers produced: 242

Engine: 6 cylinder, 3.5L, 220 & 235 hp

# Maserati Road Cars



## 5000 GT

Worldwide success of 3500 GT drew attention to Maserati.

Requested specifically by the Shah of Persia the 5000 GT was born. Only best components were used to build this extraordinary car.

Powerful V8 originated from 450S racing car which Juan Manuel Fangio won the 1957 Sebring 12 hour race.

Bodies were created by most famous coachbuilders: Touring, Pinin Farina, Allemano, Ghia, Bertone, Vignale and Frua.



Years of production: 1959-1966  
Numbers produced: 34  
Engine: 90° V8, 5.0L, 325 & 340 hp

# Maserati Road Cars



## Sebring

**Presented in 1962, named after Florida race track where it had obtained an important victory a few years earlier.**

**The Sebring had numerous technical improvements over the 3500 GT. Automatic transmission, air conditioning and Borrani wire wheels were available.**



**Years of production: 1962-1968  
Numbers produced: 600  
Engine: 6 cylinder; 3.5L, 3,7L & 4.0L; 220-265 hp**

# Maserati Road Cars

## Quattroporte I

In the early 1960's, Maserati planned an extraordinary luxury saloon car.

Top speed 230 km/h, fastest saloon production car at the time.

Exterior design by Frua and had a modern sheet metal monocoque structure instead of a tubular frame.



Years of production: 1963-1969

Numbers produced: 776

Engine: 90° V8, 4.1L & 4.7L, 260 & 290 hp



# Maserati Road Cars



## Mistral & Mistral Spyder



Years of production: 1964-1969  
Numbers produced: 955  
Engine: 6 cylinder; 3.5L, 3.7L & 4.0L; 220-265 hp

**Mistral commenced Maserati's tradition to name Gran Turismo cars after famous winds (the Ghibli, Bora, Merak, Khamsin, Karif and Shamal would follow).**

**The Mistral was a 2-seater fastback body by Frua.**

**Doors, bonnet and rear window frame were made from aluminium to reduce weight.**

# Maserati Road Cars



## Mexico

**Presented in 1966.**

**The elegant design by Vignale was a 4-seater coupe with a 2-door saloon.**

**The Mexico shared its mechanical base with the Quattroporte I.**



**Years of production: 1966-1972**

**Numbers produced: 485**

**Engine: 90° V8, 4.1L & 4.7L, 290 & 300 hp**

# Maserati Road Cars



## Ghibli & Ghibli Spyder

In 1966 a new sporty Gran Turismo in the best tradition of the Brand.

Named after a desert breeze, was a 2-seater and a true Giugiaro masterpiece.

Ghibli was perfect in every detail and is still one of Giugiaro's most beautiful designs.



Years of production: 1967-1972  
Numbers produced: 1280  
Engine: 90° V8, 4.7L & 4.9L, 340 & 330 hp

## The Citroën Area (1968 – 1975)



**In 1968, Orsi family sold Maserati to Citroën which was primarily interested in acquiring its engine know-how.**

**Under Citroen in total contrast with Maserati's traditional front-mounted engine, Citroen produced two centre-engined models.**

**This was the darkest period in Maserati's history (1968-75).**



## Indy

**Presented in 1969, a tribute to the two consecutive victories of Maserati in the famous Indianapolis 500 miles race.**

**Designed by Vignale.**



**Years of production: 1969-1975**

**Numbers produced: 1104**

**Engine: 90° V8; 4.1L, 4.7L & 4.9L; 260, 290 & 300 hp**

# Bora



**Years of production: 1971-1978**  
**Numbers produced: 530**  
**Engine: 90° V8, 4.7L & 4.9L, 310  
& 320 hp**

**Bora was first road car with central mounted engine – 1° car developed under Citroën, another body masterpiece from Giugiaro.**

**Citroën's complex hydraulic system, which was used for the brakes, headlights opening, the adjustment for driver's seat & the pedals.**

**Sales suffered from oil-crisis in the mid-seventies, & racing plans were cancelled.**

# Maserati Road Cars



## Merak, Merak SS & Merak 2000



Years of production: 1972-1983  
Numbers produced: 1820  
Engine: 90° V6; 3.0L & 2.0L; 190, 208 & 170 hp



**Merak was Maserati's answer to the oil crisis, which penalized sales of big-engined cars.**

**Smaller engine allowed the Merak two small rear seats.**

**Combination of its sensational Italdesign body and more economic engine choice made the Merak a luxury best-seller.**

# Maserati Road Cars



## Quattroporte II

Developed under Citroën's ownership and technically identical to the Citroën SM, it included front wheel drive and hydro-pneumatic suspension.

Performance was behind 1° generation QP and the car was hated by Maserati purists.

Early end of Citroen agreement in 1975 and financial problems hampered the launch of the Quattroporte II.

In fact, the model was never homologated for Europe.

Only 12 units were produced and were all sold to the Middle East (most now in America).



Years of production: 1976-1978  
Numbers produced: 12  
Engine: 90° V6, 3.0L, 210 hp



## The De Tomaso years (1975 – 1993)



In 1975, oil crisis forced Citroën to sell Maserati to Alejandro De Tomaso.

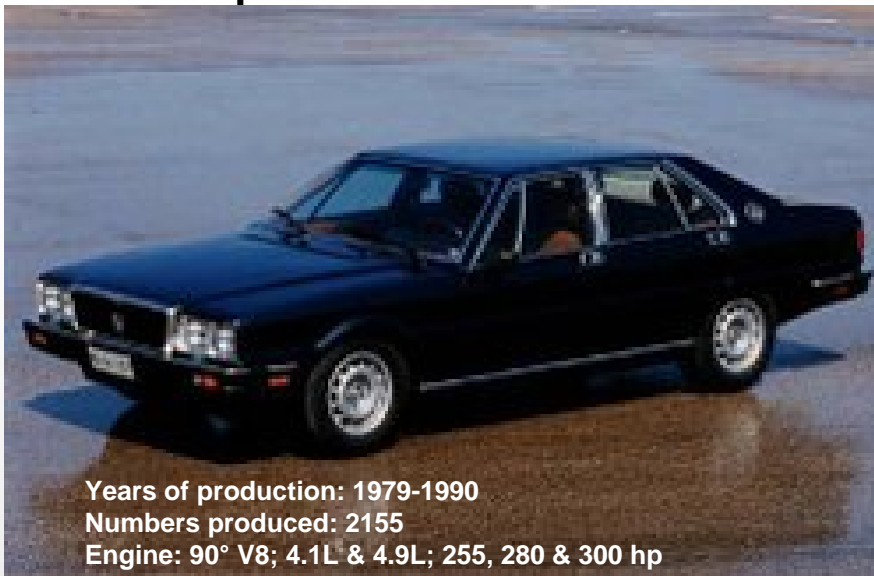
Under Tomaso, a 2000 cc version of the Merak and in 1976 it launched the Quattroporte III.

This went on to become the best selling Maserati of all time and being famous as vehicle of choice for successive Italian presidents.



## Maserati Road Cars

### Quattroporte III



**3rd generation of QP luxury saloon was meant to make up for the Quattroporte II fiasco. Tomaso, who disliked Citroën, eliminated all Citroën technology on Quattroporte II. QP III once again had a V8 engine - rear wheel drive with impressive body by Giugiaro. It was an instant commercial success and QP III production continued until 1990.**

# Maserati Road Cars



## Biturbo

A new area started for Maserati with the Biturbo.

To resolve Maserati's financial problems, Tomaso introduced a coupe with top level performances & interesting price attracting new customers.

Biturbo became a success due to excellent performances and luxury interior, even though first generation versions suffered reliability problems.



Years of production: 1982-1989  
Numbers produced: 11919  
Engine: 90° V6 twin turbo 18v, 2.0L, 180-223 hp

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## Biturbo Spyder

Years of production: 1985-1994  
Numbers produced: 3076 (all versions)  
Engine: 90° V6 twin turbo 18v; 2.0L, 2.5L & 2.8L;  
180-224 hp; 90° V6 twin turbo 24v, 2.0L, 241 hp

Biturbo Spyder was the first open Maserati since 1973.

Body by Zagato



# Maserati Road Cars



## 222 & 2.24v



**Years of production: 1988-1992 and 1989-1992**  
**Numbers produced: 1156 & 1147**  
**Engine: 90° V6 twin turbo 18v, 2.0L, 223 hp;**  
**90° V6 twin turbo 24v, 2.0L, 245 hp**

## Shamal



**Years of production: 1990-1996**  
**Numbers produced: 369**  
**Engine: 90° V8 twin turbo 32v, 3.2L, 322 & 326 hp**

## 1993 onwards: under FIAT wings



**In 1993, Fiat acquired Maserati, and was later put under the full control of Ferrari in 1997.**

**A major restructuring commenced on the factory in Oct, 1997.**

## Quattroporte IV

The fourth generation of the Maserati Quattroporte was presented in 1994.

First car to be presented under full Fiat ownership.

In respect to the first generations of the QP, the QP IV is compact but its performances are true GT level: a top speed of 260kmh and from 0 to 100 km/h in less than 6 seconds.



Years of production: 1994-1998  
Numbers produced: 1670 (all versions)  
Engine: 90° V6 twin turbo 24v, 2.0L & 2.8L, 287 & 284 hp; 90° V8 twin turbo 32v, 3.2L, 335 hp

# Maserati Road Cars



## Quattroporte Evoluzione

When Ferrari took over (1997), the main objectives was to radically improve Maserati quality.

Renowned excellent driving qualities, the Quattroporte suffered from reliability problems.

Production process and QP components were Ferrari redesigned to improve quality.

The result was presented in 1998.



Years of production: 1998-2001  
Numbers produced: 730 (all versions)  
Engine: 90° V6 twin turbo 24v, 2.0L & 2.8L, 287 & 284 hp; 90° V8 twin turbo 32v, 3.2L, 335 hp

# Maserati Road Cars



## 3200 GT

Years of production: 1998-2002  
Numbers produced: 4795  
Engine: 90° V8 twin turbo 32v, 3.2L, 370hp



**The 3200 GT, returned Maserati to its GT roots by building a true Gran Turismo in the great tradition of the brand**

**Everything on this vehicle was completely new with a V8 delivering 370 hp.**

**The Giugaro design was, like creations for Maserati in the past, a true masterpiece.**

# Maserati today



Engineer Wester



## Maserati today



**Maserati is a fast growing luxury specialist manufacturer with representations worldwide.**

**In 2005, Maserati ownership was transferred from Ferrari back to Fiat**

**2008 was of absolute record numbers for Maserati. Vehicle sales numbered 8759 units, up 17% with respect to 2007.**

**GT established itself as most successful model, representing 63% of the Maserati sales.**

**Subsidiaries in America, UK, France, Germany & Switzerland, and a new sales structure for the fast growing Chinese market.**



## Maserati today – Sports Sphere



2008 was again a highly successful year for the Maserati MC12 racing cars in GT 1 racing:

Both team and driver's world championship titles for the fourth consecutive year, and the third victory in four years in the illustrious Spa-Francorchamps 24 hours race

GranTurismo MC Concept, is a prelude to Maserati's future on the GT4 race track.



# Maserati Road Cars – Sports Sphere



## MC12 Stradale

Years of production: 2004-2007  
Numbers produced: ± 50  
Engine: 65° V12 dry sump, 6.0L, 630 hp



**MC12 is Maserati in its most extreme and performant form.**

**MC12 returned Maserati to GT racing in a highly successful way and the GT1 version has proven itself as the car to beat on race tracks worldwide.**

**Fastest Maserati road car ever; acceleration from standstill to 200 km/h takes less than 10 seconds and top speed exceeds 330 km/h.**

**MC12 is based on the Ferrari Enzo model (Launch price €600,000) all sold out.**

# Maserati Road Cars



## Spyder GT & Spyder Cambiocorsa



**Years of production: 2001-2007**  
**Numbers produced: 3,828**  
**Engine: 90° V8 dry sump, 4.2L, 390 hp**

## Coupé GT & Coupé Cambiocorsa



**Years of production: 2002-2007**  
**Numbers produced: 6,232**  
**Engine: 90° V8 dry sump, 4.2L, 390 hp**



## Quattroporte V

**5th generation Quattroporte marked Maserati's return to the upper premium saloon segment, in the spirit of the first generation Quattroporte of 1963.**

**Highest comfort with true sports heart. Powerful dry-sump V8, and a robotized transaxle transmission stand for a perfect weight distribution and excellent dynamic qualities.**

**Since 2003 launch, QP has become an instant success for Maserati and has won numerous awards. This is thanks to its astonishing Pininfarina-designed bodywork.**



**Years of production: 2003-2008  
Engine: 90° V8 dry sump, 4.2L, 400 hp  
Production: > 18,000**

# Maserati Road Cars



## GranSport & GranSport Spyder



Years of production: 2004-2007  
Numbers produced: 3,029  
Engine: 90° V8 dry sump, 4.2L, 400 hp

## Quattroporte Automatic



Years of production: 2007 >  
Engine: 90° V8 wet sump, 4.2L, 400 hp  
Numbers Produced: > 8,000

# Maserati Road Cars



## GranTurismo



Years of production: from 2007,  
Engine: 90° V8 wet sump, 4.2L, 405 hp  
Numbers Produced: > 8,000

**GranTurismo, presented in 2007, applies the experience gained in the luxury car segment to create a true luxury GT car.**

**GT is much bigger than Coupé/Gransport, & offers comfortable space to four adults.**

**4.2L V8 wet sump engine, automatic 6-speed ZF gearbox – with various settings for a more dynamic ride.**

**Pininfarina body reflects Maserati's great tradition in creation of elegant and sporty grand touring cars. In 2008 a 4.7 litre was added.**

# Maserati Today



**GranCabrio – launched September 2009 – Delivery 2010**

