



MASERATI
WINTER TOUR

THE POWER OF ATTRACTION

Maserati Winter Tour

The **Maserati Winter Tour** is a communication tool, based on the consumer orientation, with the purpose to strengthen the brand awareness and create a lead generation. In the last few years, the automotive world has activated new processes to attract potential customers, in addition to the traditional dealers activities.

During the winter season the selected locations becomes the scene of **Maserati's** activities and strategies of brand visibility, through the involvement of the public.

The **Maserati Winter Tour**, through elegant set-ups including lounges, car displays, visual aids, allows the public to interact with the brand through the immersive experiences that define a status, emotion and pleasure of driving a Maserati car.



Location - Maserati Winter Tour

The location of the Maserati Winter Tour 2016/2017 host Levante and all the Maserati Q 4'S range. The selected places are:

- ▶ Val Gardena (Ortisei, Selva di Val Gardena, S. Cristina)
- ▶ Cortina D'Ampezzo
- ▶ Courmayeur Mont-Blanc

These places represent today a special and valuable destination immersed in the tourist and alpine landscape.



PHOTOGRAPHIC REPORT

SET-UP

LOCATION

- ▶ Cortina d'Ampezzo
- ▶ Courmayeur Mont-Blanc
- ▶ Val Gardena (Ortisei - Selva di Val Gardena)

CORTINA D'AMPEZZO

Cortina d'Ampezzo

Test Drive Area
Hotel Bellevue



Cortina d'Ampezzo

Test Drive Area
Hotel Bellevue



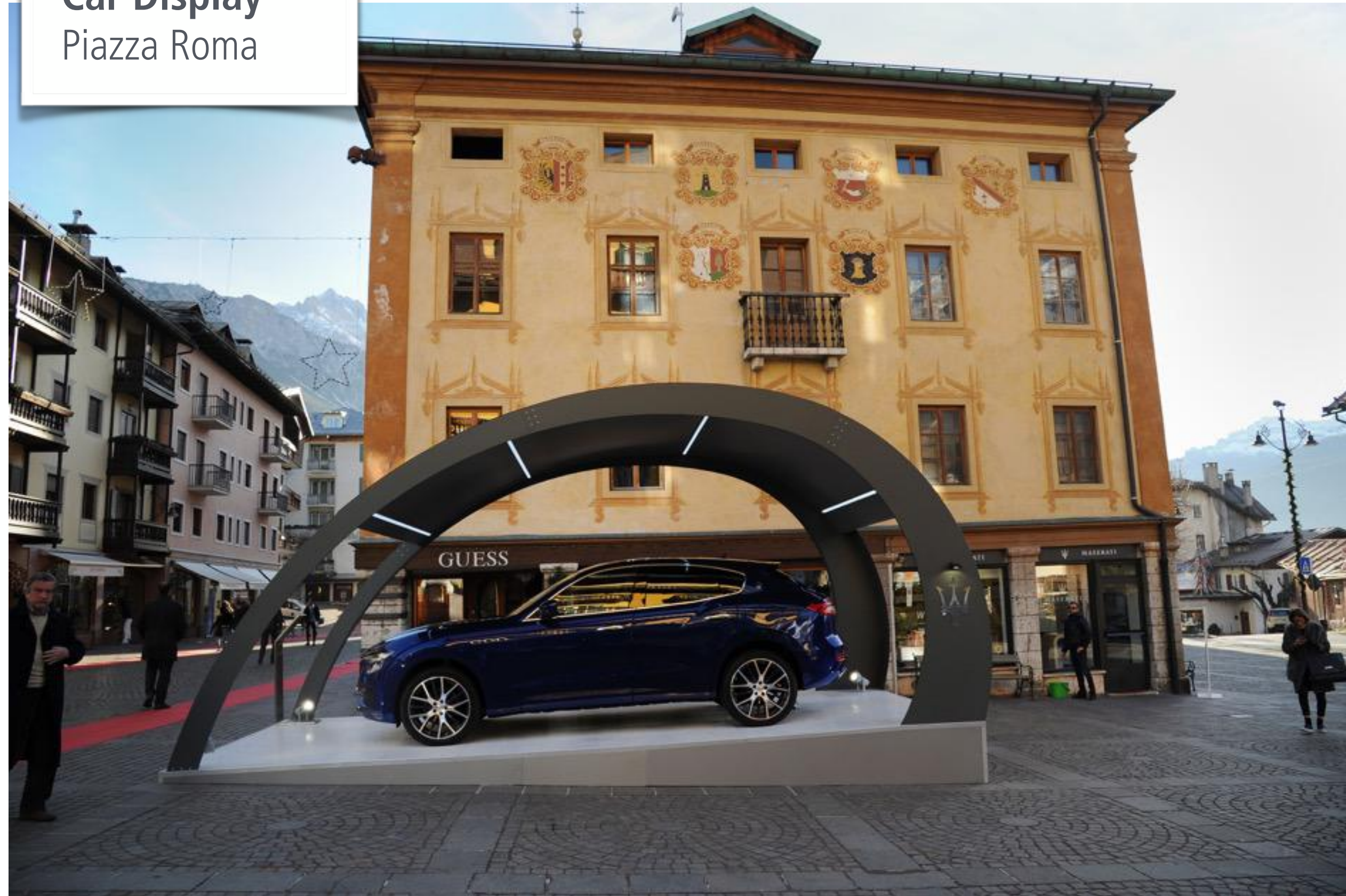
Cortina d'Ampezzo

Car Display
Piazza Roma



Cortina d'Ampezzo

Car Display
Piazza Roma



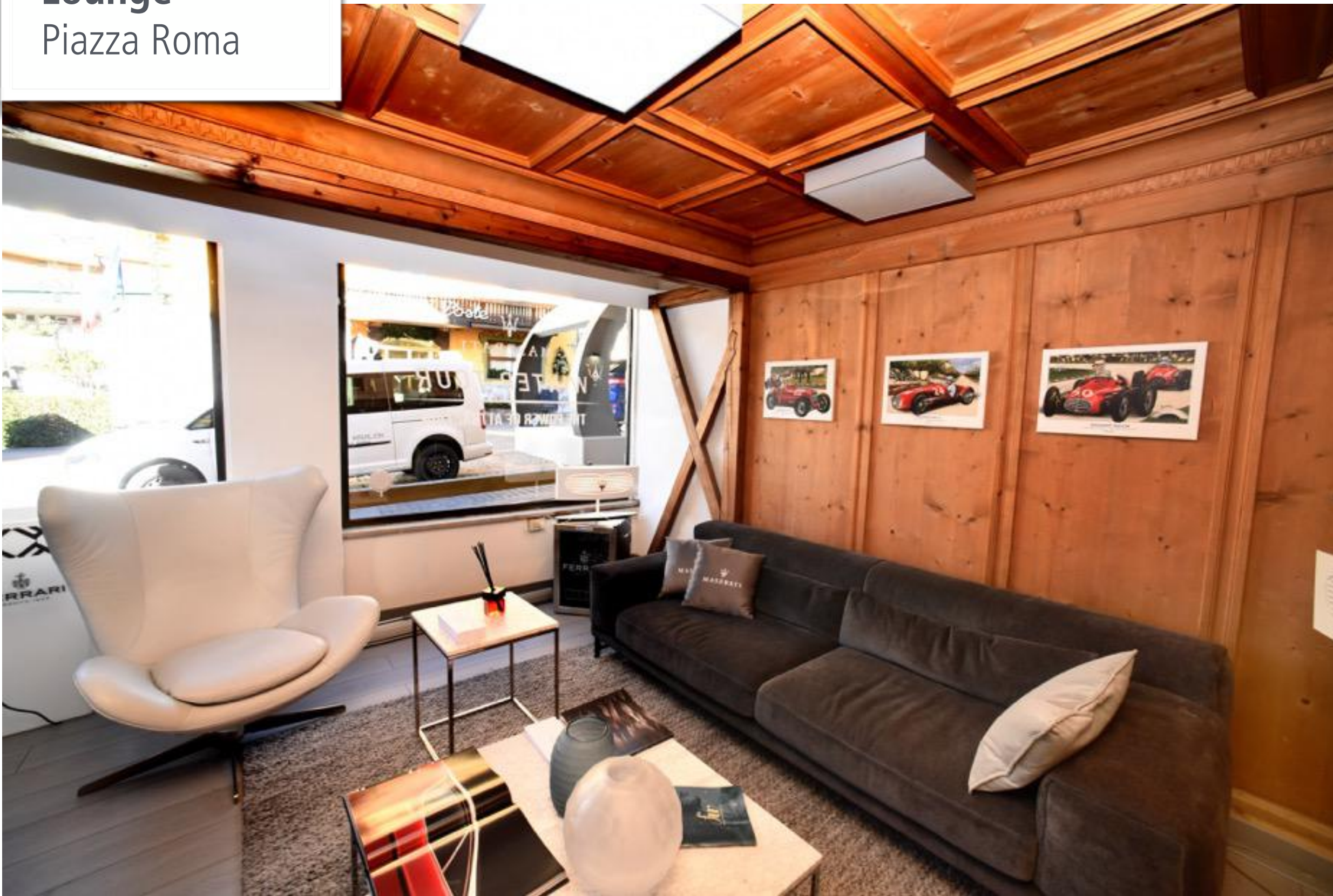
Cortina d'Ampezzo

Lounge
Piazza Roma



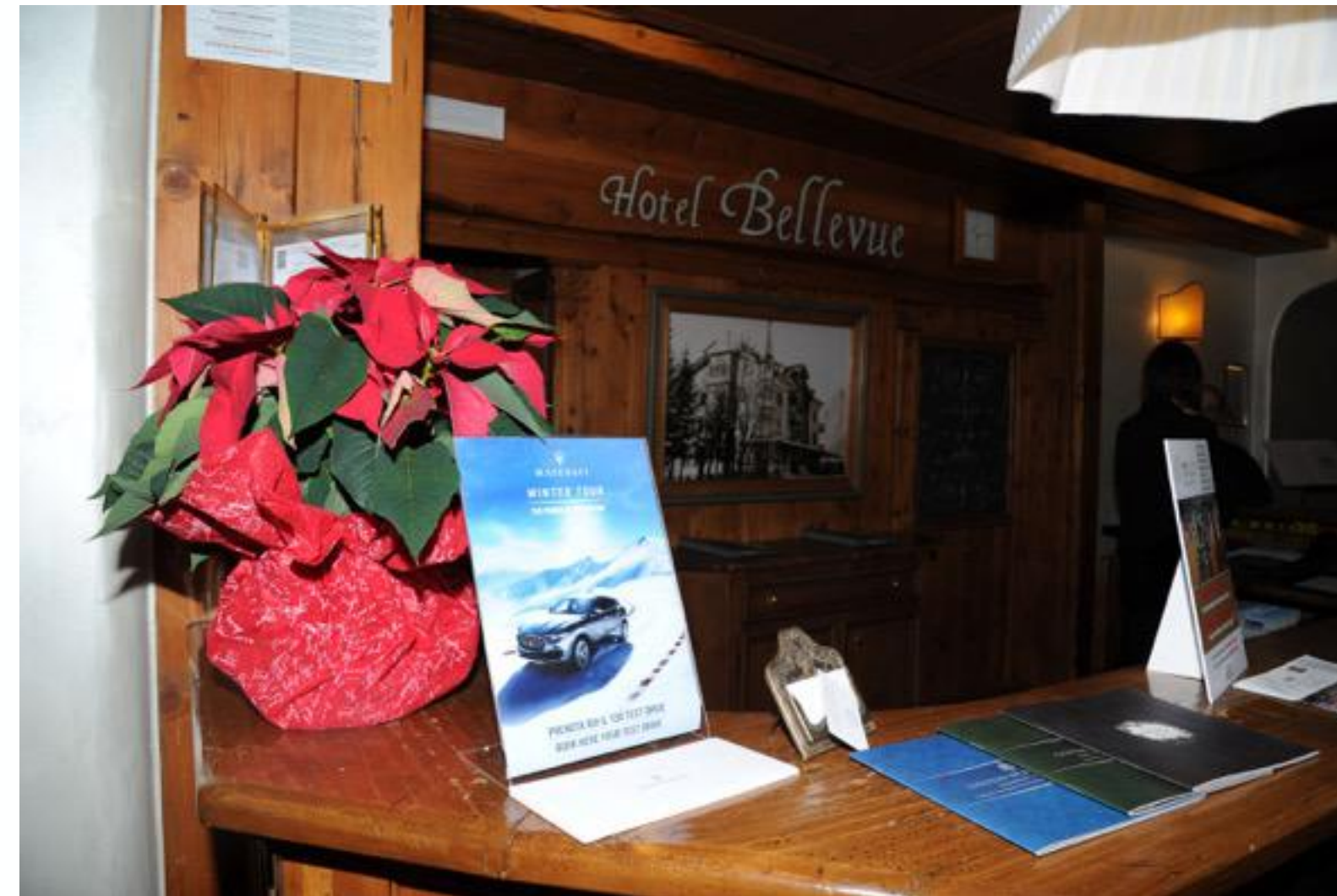
Cortina d'Ampezzo

Lounge
Piazza Roma



Cortina d'Ampezzo

Customizations



COURMAYEUR MONT-BLANC

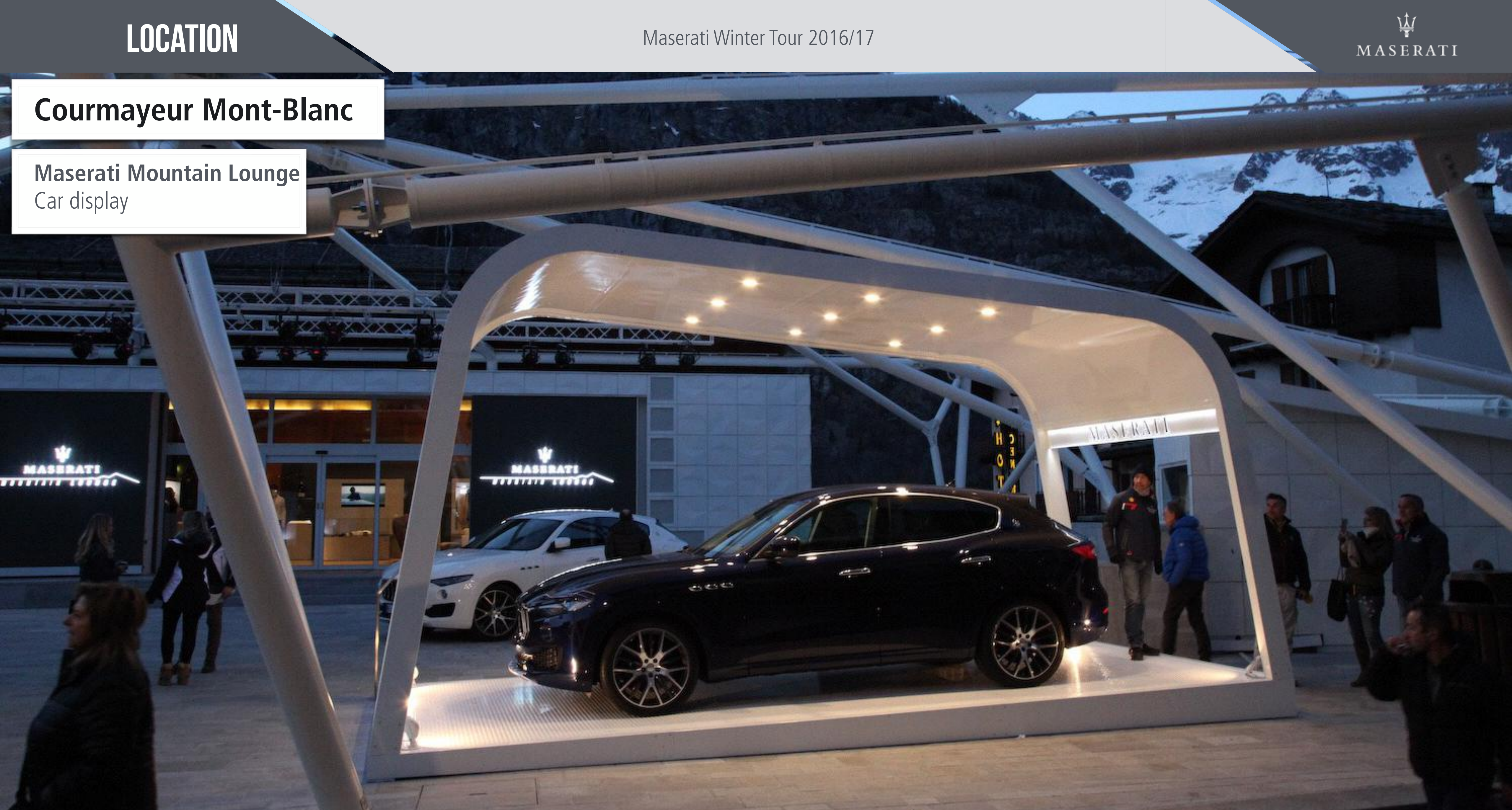
Courmayeur Mont-Blanc

Maserati Mountain Lounge
Chalet du Jardin de l'Ange



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Car display



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Car display



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Interno Lounge



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Interno Lounge



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Interno Lounge



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Gallery Wall



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Gallery Wall



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Gallery Wall



Courmayeur Mont-Blanc

Maserati Mountain Lounge
Gallery Wall



Courmayeur Mont-Blanc

CUSTOMIZATIONS





VAL GARDENA

Selva di Val Gardena

Val Gardena

Selva di Val Gardena
Car Display



Val Gardena

Selva di Val Gardena
Winter Lounge



Ortisei

Val Gardena

Ortisei
Car Display



Val Gardena

Ortisei
Winter Lounge



Val Gardena

Ortisei
Winter Lounge



Val Gardena

Ortisei
Winter Lounge



Val Gardena

Ortisei
Winter Lounge



Val Gardena

Ortisei

Cavallino Bianco Family Spa Grand Hotel



Val Gardena

Customizations



Val Gardena

Customization



MASERATI
WINTER TOUR

THE POWER OF *ATTRACTION*

SET-UP - VIDEO



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to Play

