

Global News

Did you know? Fiat has ownership of Maserati since 1993.



Maserati Ghibli at Super Bowl XLVIII

On Sunday, 2 February 2014, for the first time ever, a car designed and built in Italy was presented to an audience of more than 110 million people.

The new Maserati Ghibli was seen by viewers across America in a 90" TV spot that aired during the 48th edition of the Super Bowl, as the Seattle Seahawks battled the Denver Broncos to take the NFL championship title at MetLife Stadium in East Rutherford, New Jersey.

It is a source of immense pride for Fiat Chrysler Automobiles' Italian employees, particularly the team at Maserati, that the premium luxury Ghibli, which is sold in markets around the globe, received such large scale exposure, particularly as the brand embarks on its 100th anniversary year. The Super Bowl is American football's annual championship game and is widely-considered the single most important event in the sporting calendar, which traditionally sees the entire nation glued to their TV screens as if it were a national holiday.

Shown during the game's first quarter, the spot titled "Strike" tells a story of hard work and dedication, passion and tenacity. The star of this story is Quvenzhané Wallis, a young American actress who received an Oscar nomination for Best Actress in a Leading Role in January 2013, when she was just nine, securing her a place in history as the youngest ever nominee for this prestigious award.

Directed by American filmmaker David Gordon Green and filmed on location in Los Angeles, "Strike" is a nod to the brand and everyone at Maserati who worked hard at designing and building an automobile with a distinctive power and personality capable of striking against the giants in the auto industry. The spot is relevant to everyone who has struggles and obstacles to overcome, everyone who has their own giants to battle against. Maserati reminds us that with steadfast commitment to hard work and unwavering passion, we can all overcome and achieve what we set out to do.

The Ghibli, which was designed and engineered at Maserati's birthplace in Modena, Italy, marks a turning point in the brand's history. The vehicle is produced at the new Avv. Giovanni Agnelli plant in Grugliasco near Turin, where traditional Maserati craftsmanship is combined with cutting-edge technologies that ensure outstanding quality through control of even the smallest detail.

The Ghibli design team has created a mid-size sedan with sporty handling and an aggressive look that is immediately identifiable with the brand's highly successful flagship model, the Quattroporte.

Shorter, lighter, more dynamic and less expensive than the Quattroporte, the Ghibli heralds Maserati's entry into the luxury E-segment and is a cornerstone in its commercial strategy. The Ghibli has a sportier philosophy than the larger Quattroporte and the most powerful version can accelerate from 0 to 100 km/h in 5.0 seconds with a top speed of 284 km/h.

The vehicle also delivers a sporty design combined with all the spaciousness expected in an executive sedan and sets new standards in quality in every area: from design to development, production and process controls. Available with a gasoline-powered V6 Ferrari turbo, the Ghibli is also the first ever Maserati to offer a diesel engine option as well as all-wheel drive.

The broadcast spot was created in partnership with Wieden+Kennedy based in Portland, Oregon, who have also worked with Chrysler on spots aired during past editions of the Super Bowl.

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