



MASERATI

MASTER MASERATI
Driving Courses

THE EXTRAORDINARY *DRIVING EXPERIENCE*



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 car models** in depth and in total safety.

The program, **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 personalized telemetry data, electronic timing to record each driver's performance, theory classroom with computerized 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 *DRIVING COURSES*

MASTER *ITALIAN LIFESTYLE EXPERIENCE*

12

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

MASTER *WARM UP*

21

One day of activities to enter as protagonist the world of Maserati.

MASTER *GT 1 DAY*

28

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

MASTER *PREMIUM*

33

Two days of in depth exploration of driving techniques and personalized program.

MASTER *HIGH PERFORMANCE*

42

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



MASTER *ITALIAN LIFESTYLE EXPERIENCE*

The glamor 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 program 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 organized by the Maserati team.**

A program, 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: 12/24 per Event.

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

PROGRAM

DAY 0 - PARMA - DRIVER & COMPANION

18.00	Guest arrival and accreditation at Hotel LINK124**** 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 - FLORENCE DRIVER

8.45	Start of Master Maserati Driving 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: <ul style="list-style-type: none"> • Driving on the circuit Initial sessions with analysis of the video filmed on board • Handling Circuit • Driving session on the circuit with remote monitoring and telemetry analysis - In-depth analysis sessions with data acquisition systems. • Braking technique
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 an exclusive selected Hotel in Florence
20.00	Dinner at an exclusive restaurant in Florence



DAY 1 - PARMA - FLORENCE COMPANION

9.30	Sightseeing Tour in PARMA Companions, with shuttle and driver at their service , will set off to explore Parma's magnificent historic center with a guided tour of the Cathedral and Baptistry . 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
17.30 - 19.00	Shopping in the center 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 an exclusive restaurant in Florence (driver & companion)



DAY 2 - FLORENCE DRIVER & COMPANION

9.15	Guests divide into two groups for different activities. Departure from hotel to: <ul style="list-style-type: none"> • Road Test Drive (about 70 km) at the wheel of Maserati models along the unique, lovely roads of the Chianti Valley. Break with gourmet tasting session • Guided tour of the most famous, prestigious locations in the Historic Center 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: <ul style="list-style-type: none"> • Guests depart • Option of prolonging stay in Florence at special Maserati conditions and rates • Special shuttles can be organized for guests wishing to travel straight to the airport



PRICES

- **DRIVER: € 4.950** (including VAT).

The price includes all activities described in the program, including accommodation, breakfasts, lunches, dinners, museum entry charges and guided tours.

- **COMPANION: € 1.290** (including VAT).

The price includes all activities described in the program, 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 WARM UP

A moment of great excitement. The first experience on track.

Warm up is the first part of a session on the circuit, during which the driver warms up the car and checks it out carefully before putting its true performance to the test.

Similarly, the **Master Warm Up** offers the Maserati customers and prospects an initial taster of training in the techniques of racing-circuit driving in high-performance cars, with the support of a highly qualified, expert staff, who **deliver instruction and safety in all dynamic phases**, in a setting that combines elegance and genuine thrills.

It is therefore an **excellent opportunity to enter the Maserati world** as a favoured guest, covering a day full of activities: starting from the **optional morning visit to the Modena Factory**, to see at first hand where Maserati's magnificent cars are born and developed; moving on to the high technical Varano de' Melegari circuit, which hosts the Master Maserati Driving Courses.

The Warm Up driving course delivers the ideal **basic preparation for all subsequent Master training levels**.

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

EVENT DURATION: 1/2 day at the Autodrome, Factory tour in the morning (optional).



PROGRAM

1/2 AT THE TRACK

9.00	Factory Tour in Modena* It includes welcome in the showroom, visit of the assembly and test area with the possibility of access to the store at the end of the Factory tour
10.30	Departure of guests from Modena to Varano de' Melegari
11.45	Arrival at the track and staff welcome Driving theory "Warm up"
12.30	Lunch at the circuit restaurant
13.30	Group photo
13.45	Division of participants into activity groups: <ul style="list-style-type: none"> • Guidelines on correct driving • Driving sessions with guests at the wheel and instructors on board
14.30	Start of practical exercises. Groups to rotate: <ul style="list-style-type: none"> • Driving on track initial sessions with analysis of the video filmed on board • Power oversteer with and without ASR
17.30	Closing ceremony and awarding of certificates
18.00	Departure of guests



PRICES

COURSE ONLY*

- **DRIVER: € 1.250** (including VAT).

Including 1/2 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.





MASTER GT 1 DAY

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

The **one-day Master GT** driving course is the Maserati dynamic program 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 training 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 program**.

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

EVENT DURATION: 1 day at the Autodrome.



PROGRAM

1 DAY AT THE TRACK

8.45	Arrival at the track and staff welcome
9.00	GT Driving theory
9.30	Division of participants into activity groups - Guidelines on correct driving <ul style="list-style-type: none"> • introductory demonstration session • driving session with guests at the wheel and instructors on board
10.30	Start of practical exercises. Groups to rotate: <ul style="list-style-type: none"> • Driving on track Initial sessions with analysis of the video filmed on board • High-speed Handling • On track with telemetry analysis In-depth analysis session with data acquisition systems
13.00	Lunch at the Circuit Restaurant
13.45	Group photo
14.00	Practical drills restart
16.30	Final circuit driving sessions
17.30	Possibility for Maserati owners to test their own Maserati on track
17.45	Closing ceremony and awarding of certificates and driving contest prizes
18.00	Departure of guests



PRICES

COURSE ONLY

- **DRIVER: € 2.200** (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.

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

COURSE WITH ACCOMMODATION

- **DRIVER: € 2.350** (including VAT).
Including bed and breakfast accommodation in Superior room at Hotel Link124****, the evening before the course date and return transfer from Hotel to Autodrome by special shuttle.
- **COMPANION: € 400** (including VAT).

MASTER PREMIUM

Two days of thrills guided by expert Maserati drivers.

The Master Premium is the driving course organised by Maserati for both established and potential clients that focuses on advanced GT driving techniques and safe/sporty driving.

The course programme comprises two days of activities, the first involving the dynamic program during the afternoon, and offers full instruction in all driving techniques and the opportunity to perfect performances at the wheel, under the careful, professional eye of the Master Maserati staff. In fact the tutorship has drawn up a specific programme which allows the course's structure and teaching contents to be tailored to individual needs.

The perfectly balanced, carefully developed 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 technologies at the state-of-the-art for driving courses.

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

EVENT DURATION: 1.5 days on the Circuit



PROGRAM

1ST DAY ON THE CIRCUIT

9.00	Maserati Factory Tour in Modena (optional, if requested by the client)
11.45	Guests arrive at the Circuit and Staff Welcome
12.00	Theoretical session on GT driving technique - 1 st part
12.30	Lunch at the Circuit restaurant
13.30	Guests are divided into groups with activities on a rotation basis: correct approach to driving
14.30	Start of group rotation activities: <ul style="list-style-type: none"> • Circuit driving session with filming and analysis of on-board video • Power oversteering on low-grip surface • Circuit driving session with acquisition and analysis of telemetry data
17.30	Debriefing
17.45	Return to Hotel (for guests who have chosen the course + accommodation package)
20.30	Dinner (for guests who have chosen the course + accommodation package)



2ND DAY ON THE CIRCUIT

8.45	Arrival at the Circuit
9.00	Theoretical session on GT driving technique - 2 nd part
9.30	Start of group rotation activities: <ul style="list-style-type: none"> • Circuit driving session with acquisition and analysis of telemetry data - driving contest based on telemetry • Slide machine - driving on low-grip surface • Track with pace car procedure and telemetry data analysis • GT track - timed driving contest
13.00	Lunch at the Circuit restaurant
13.45	Group photo
14.00	Driving sessions restart
15.15	Final circuit driving sessions
17.00	Possible track session in own Maserati cars
17.15	Closing ceremony, presentation of diplomas and driving contest prizes
17.30	Farewell and departure of guests



PRICES

COURSE ONLY

- **DRIVER: € 3.450** (including VAT).
Covering 2 days on the track, insurance, lunches at the Circuit, open bar and Maserati gift.
- **COMPANION: € 250** (including VAT).
Covering insurance, access to the circuit, participation in dynamic activities, lunches at the Circuit, open bar and Maserati gift.

COURSE WITH ACCOMMODATION

- **DRIVER: € 3.700** (including VAT).
Covering one night bed & breakfast accommodation in a Superior room at Hotel LINK 124****, just 20 minutes from the Circuit, special return shuttle transfer from the Hotel to the Circuit and dinner at an exclusive restaurant in Parma at the end of the first day of the course.
- **COMPANION: € 590** (including VAT).

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





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.



PROGRAM

1ST DAY AT THE TRACK

8.45	Arrival at the track and staff welcome
9.00	Master HP driving theory - 1 st session
9.30	Guests are divided into groups with activities on a rotation basis Initial driving session with on-board instructor
10.30	Start of practical exercises. Groups to rotate: <ul style="list-style-type: none"> • On track with telemetry analysis - Initial sessions with data acquisition systems • High speed pendulum turns • On track with telemetry analysis skill perfecting session - with customized and incremental benchmark parameters • Circle
13.00	Lunch at the Circuit Restaurant
14.00	Practical drills restart
16.30	On track with instructor on board
17.30	Debriefing
17.45	Return to the Hotel (for participants who choose course with accommodation pack)
20.30	Dinner (for guests who have chosen the course + accommodation package)



2ND DAY AT THE TRACK

8.45	Arrival at the track
9.00	Master HP driving theory - 2 nd session
9.30	Start of practical exercises. Groups to rotate: <ul style="list-style-type: none"> • On track with telemetry analysis - performance session • HP Route - high speed contest • On track with telemetry analysis and the pace car - Long Run • On track with telemetry analysis and the pace car - Driving Quality and Performance Contest
13.00	Lunch at the Circuit Restaurant
13.45	Group photo
14.00	Practical drills restart
15.15	Laps of the track with the pace car - final driving session
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: € 4.380** (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: € 4.750** (including VAT).
Including two nights' bed & breakfast accommodation in Superior room at Hotel Link124**** 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

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 factorytour@maserati.com

Gift Voucher

Don't miss the opportunity to give someone the gift of an enjoyable driving experience combined with a driver safety training: choose between all our driving courses from the entry level *Warm-up* to our special trainings like the *Master Italian Lifestyle Experience*. Whichever course type you choose, one thing is guaranteed: you will be giving someone an unforgettable driving experience.

For any further information about ordering gift vouchers, please contact the **Master Maserati Office**.

E-mail: info@mastergt.it

Partners



ALCANTARA®



#MASTERMASERATI

DISCOVER MORE



DIRECTIONS TO REACH THE VARANO DE' MELEGARI CIRCUIT

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

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

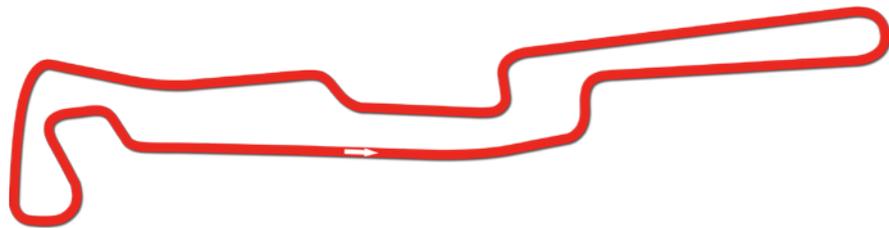
Take the Motorway A1 in the direction of Milan. Having passed the Parma toll booth, after 8.5 km take the link road that leads to the A15 (Parma-La Spezia) motorway.

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 Fornovo. 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.



MASTER MASERATI DRIVING COURSES - CALENDAR 2016

MASTER ITALIAN LIFESTYLE EXPERIENCE

Event Dates	14-15 July
Location	Varano de' Melegari (Parma) Autodrome, plus Florence and surrounding areas
Event duration	2 days. Day 1 at the Autodrome, Day 2 in and around Florence
Participants	12/24 per event
Price	Driver - 4,950 € including VAT. Companion - 1,290 € including VAT (with overnight accommodation)

MASTER WARM UP

Event Dates	21 April / 9 June / 13 September
Location	Varano de' Melegari (Parma) Autodrome
Event duration	1 day. 9 am: Factory Tour Modena (optional), 11.45 am: Start of driving course on track at Varano de' Melegari
Participants	24 per course, divided into 3-4 groups of 6-8 participants each
Price	Driver – 1,250 € including VAT. Companion - 250 € including VAT (without accommodation and transfer, possible to book upon request)

MASTER GT 1 DAY

Event Dates	27 April / 10 June / 14 September
Location	Varano de' Melegari (Parma) Autodrome
Event duration	1 day
Participants	24 per course, divided into 3-4 groups of 6-8 participants each
Price	Driver - 2,200 € including VAT (2,350 € with overnight accommodation). Companion - 250 € including VAT (400 € with overnight accommodation)

MASTER PREMIUM

Event Dates	10-11 May / 13-14 June / 5-6 July / 28-29 September / 18-19 October
Location	Varano de' Melegari (Parma) Autodrome
Event duration	2 days
Participants	24 per course, divided into 3-4 groups of 6-8 participants each
Price	Driver - 3,450 € including VAT (3,700 € with overnight accommodation). Companion - 250 € including VAT (590 € with overnight accommodation)

MASTER HIGH PERFORMANCE

Event Dates	6-7 October / 8-9 November
Location	Varano de' Melegari (Parma) Autodrome
Event duration	2 days
Participants	24 per course, divided into 3-4 groups of 6-8 participants each
Price	Driver - 4,380 € including VAT (4,750 € with overnight accommodation). Companion - 350 € including VAT (690 € with overnight accommodation)



WWW.MASERATI.COM

WWW.MASERATI.COM/MASTERMASERATI

MASERATI SPA · VIALE CIRO MENOTTI, 322 · 41121 MODENA · ITALIA