

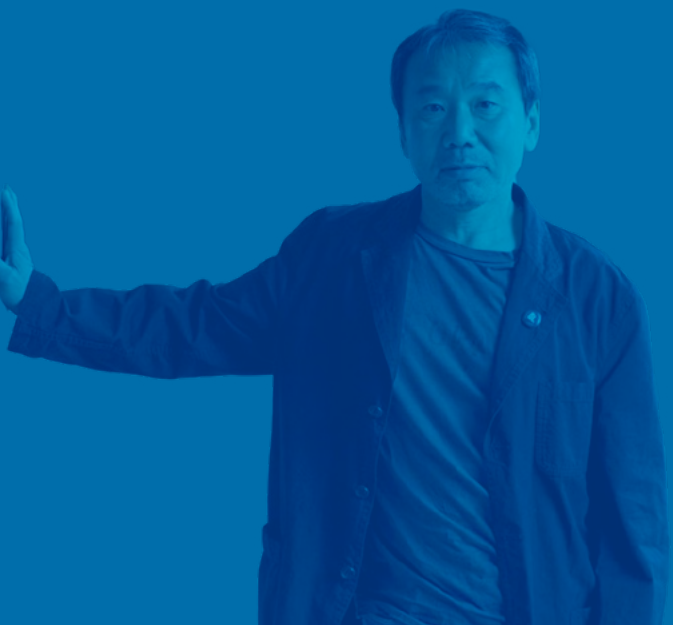


MASERATI

A Century of Automotive Excellence

“
*But the Maserati wasn't listening to the likes of me.
Cars know their class too.*”

— Haruki Murakami



A SYMBOL OF ITALIAN LUXURY AND PERFORMANCE

Maserati is a name synonymous with luxury and performance. Founded in Bologna, Italy on December the 1st 1914, the company has been at the forefront of automotive innovation for nearly a century. We wanted to pay tribute to the birth of this legendary brand in our industry. In the ever-evolving landscape of luxury automobiles, few names resonate with the same level of prestige and passion as Maserati. The story of this Italian automotive marque is a saga of innovation, performance, and a commitment to excellence that spans more than a century.

Band of brothers

At the beginning where 6 brothers, passionate about cars at the dawn of the XXth century.

Alfieri (1887–1932), Bindo (1883–1980), Carlo (1881–1910), Ettore (1894–1990), and Ernesto (1898–1975).

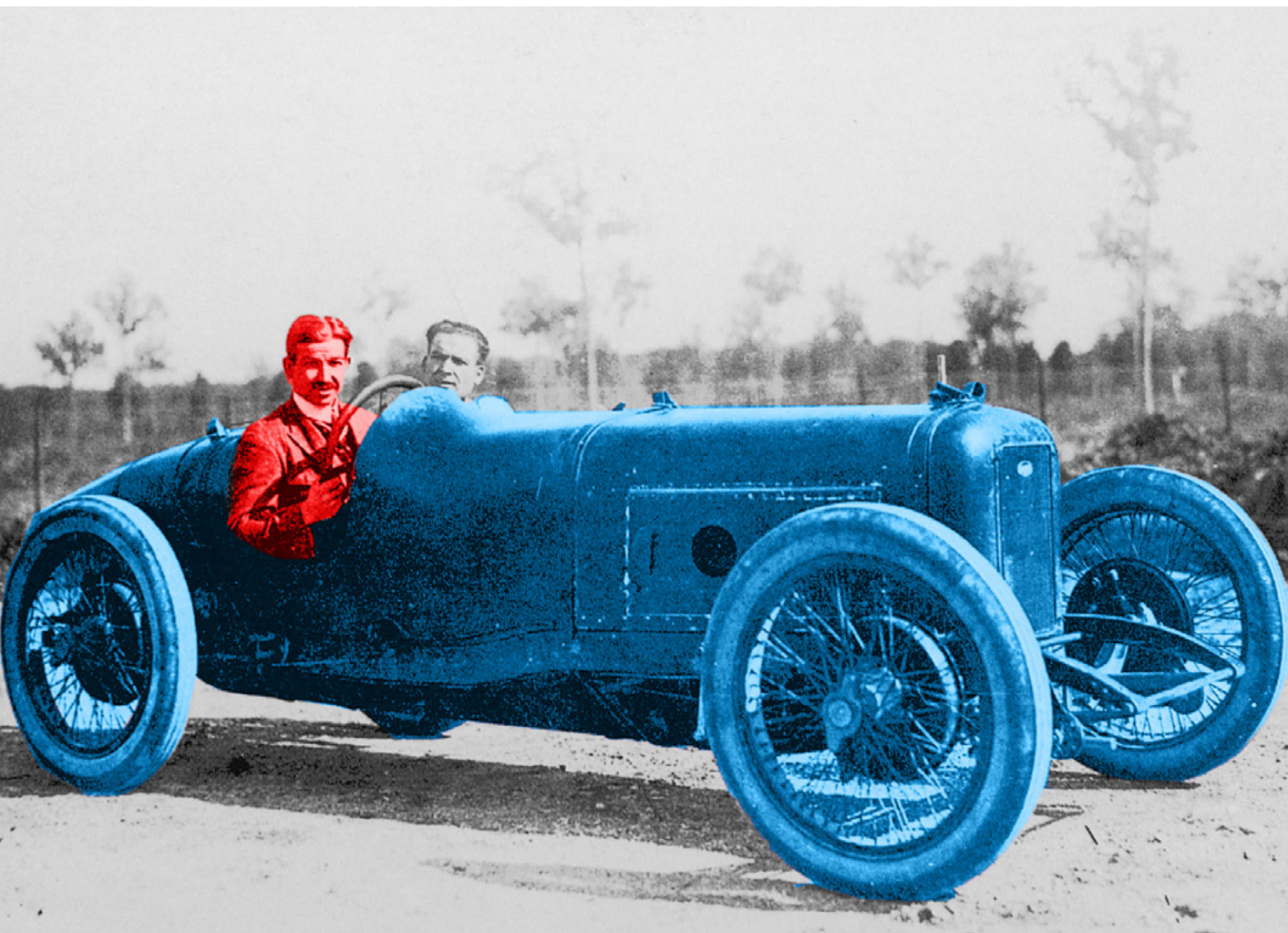
At the beginning of the Twenties, Alfieri and Ernesto Maserati, the older in the brotherhood were highly sought after for their skills, both as drivers and designers. Diatto brought them in to direct the Race Team in 1922, launching a long period of fruitful collaboration in automotive design and race victories.



1934 - 4 of the Maserati brothers in front of their workshop, via Levante in Bologna



Band of brothers



Alfieri Maserati in the Diatto

For instance they designed the first 8C Diatto engine, with inline single block aluminium engine, two shafts, two Memini carburettors and Roots compressor. This 8C Diatto Grand Prix compressor -160 HP- with Schieppati bodywork was unveiled at Monza on 14 June 1925, at the foundation of the famous “100 kph club” founded by Diatto supporters

Fact is that this design was so successful that when Maserati founded his own company, he used it and achieved victories in it for many years.



Band of brothers

Diego De Sterlich in the Tipo 30

At the beginning of 1926, Diatto officially withdrew from competition, leaving the brothers in disarray. Diego De Sterlich, an admirer of the Maserati brothers, then bought ten Tipo 30 sports chassis from Diatto, along with their gearboxes and numerous mechanical parts. He had them delivered to Alfieri Maserati, and convinced him to start his own racing car company, partly financing the new venture. One of the first Maseratis, driven by Alfieri, won the 1926 Targa Florio. Maserati began making race cars with 4, 6, 8, and 16 cylinders (two straight-eights mounted parallel to one another).

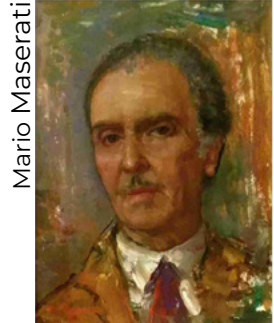


Birth of the Trident

Birth of the Trident



Self portrait



in 1926, the Maserati brothers spent the winter months at their workshop headquarters in Bologna, via Emilia Levante, working on what would become the Tipo 26 (as you may have spotted, the number is indicating its year of construction).



As it was the first real Maserati a logo was needed. Amongst the brothers, Mario was the only one who wasn't interested in cars or motor racing. He was studying at Brera Academy and therefore was asked to create a logo to carry the Maserati family.

Maserati Tipo 26

Birth of the Trident

The legend diverges on how the idea actually appeared. One version states that it was a suggestion from the brothers' friend and benefactor Diego De Sterlich, the other one states that Mario took a walk seeking inspiration and ended on the Piazza Maggiore, facing the Neptun's statue holding his Trident.

Whatever the seed, the flower bloomed since then on every car Maserati made.



Neptun Statue - Bologna fountain



Maserati logo first draft

Did you know?



The Trident is a recurring theme on every Maserati car for ninety years. But the three prongs that compose it have been interpreted in many different ways, giving birth to different variations of this recurring theme. The Trident adorns the front grille, the trunk, the headrests, the steering wheels and even the analog clock. Furthermore, the design of all the wheel rims is inspired by the Trident concept.



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