



**MASTER MASERATI**

DRIVING COURSES





## WELCOME TO THE 2019 MASTER MASERATI DRIVING COURSES

Driving a Maserati on the open road is one of life's most exhilarating experiences. But what happens when you swap the joys of the highway for the intensity of the track or the challenges of a tough off-road circuit? Join us on a Master Maserati driving course and you'll quickly find out.

Our courses give you free rein to explore the seemingly endless dynamic potential of the entire Maserati model range. They also offer two rare and truly extraordinary opportunities – taking personal charge of the awe-inspiring GranTurismo GT4 race car and experiencing it with a GT world champion at the wheel.

As a Master Maserati driver, you'll discover how all of our cars – with their racing DNA – are built to bring out the very best in you as you pursue ever-faster lap times or tackle difficult terrain.

But you won't be doing it alone. We provide tailored one-to-one instruction from championship-winning drivers who coach from the passenger seat as you drive – providing a level of personal attention that promises both immersive enjoyment and accelerated learning. The support of advanced technology, such as telemetry and video analysis, further helps you fine-tune your skills.

And you don't have to be anything like former Maserati racing legend Juan Manuel Fangio to join us. Regardless of experience or ability, when you join us, you are embraced as part of the Maserati family.

Master Maserati courses are held at the Varano de' Melegari (Parma) circuit, a track with first-class safety standards and superb on and off-road facilities nestled in the beautiful Italian countryside.

We look forward to seeing you.



“YOU NEED GREAT PASSION,  
BECAUSE EVERYTHING YOU DO  
WITH GREAT PLEASURE,  
YOU DO WELL.”

Juan Manuel Fangio  
1957 Formula 1 world champion on a Maserati 250F

## YOUR INSTRUCTORS

Your decision to drive with us in Varano is a sign of passion. This is something we both understand and deeply respect. Which is why we make sure you're in exceptional hands at our circuit. Our experts are international drivers with first-hand experience in elite racing categories such as Formula 1, the World Endurance Championship and the World Rally Championship. The coaching team are all Italian and they've worked exclusively at Master Maserati for many years, combining training at Varano with their own motor sport careers. All in all, including our driving experts, there is a staff of more than 50 people, led by general manager Andrea de Adamich. Andrea, 77, is a highly respected figure in motor sport. After making a name for himself by winning the 1965 Italian Formula 3 Championship, he went on to compete in 34 Formula 1 grands prix and enjoy further success in sports cars and sedans. He has raced for Ferrari, Alfa Romeo, McLaren, March, Brabham and Surtees.

“Our instructors are all from the track or rallying – because only true competitors can teach how to correctly and safely exploit such fast and powerful cars.”

Andrea de Adamich



# A 2.3 KM LONG UNIVERSITY

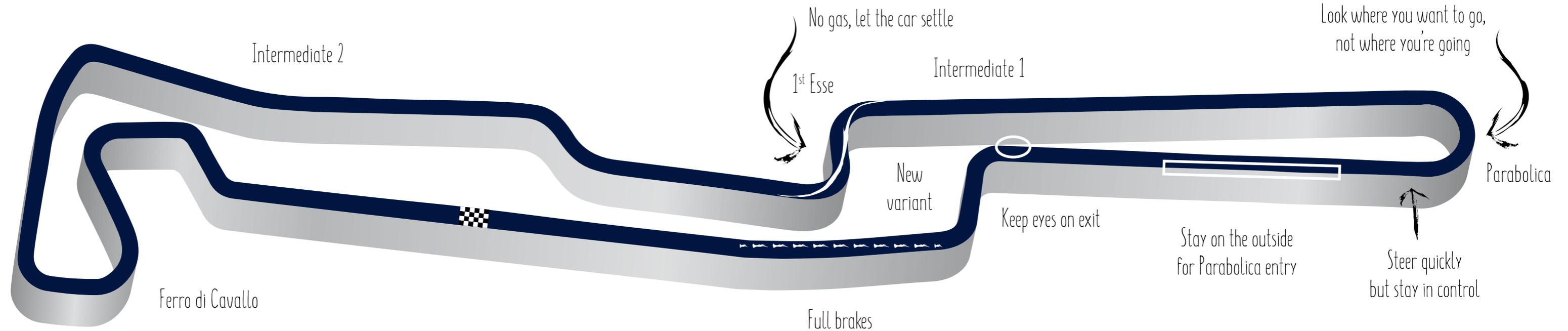
## VARANO DE' MELEGARI TRACK

Length: **2,350 m** | Total turns: **14** | Left-hand turns: **8** | Right-hand turns: **6**

Max width: **12 m** | Min width: **10 m** | Direction: **counter-clockwise**

We like to think of the Varano de' Melegari course, about 25 km south west of Parma, as a university for racing drivers worldwide. Everything you need to excel is on 'campus'. The atmosphere is vibrant, inspiring and, above all, welcoming. And your learning, which is supported by world-class coaching, is very much

hands-on. In short, you learn fast – out on the track. Our 2.3 km circuit, certified by the FIA – motor sport's governing body – is undoubtedly challenging. But it's also forgiving, and when you're out there, you'll learn about visual reference points, racing lines, braking zones, finding your apex in corners, carrying speed through exits, under- and oversteer, and a lot more. Off the circuit, there's a low-grip area and a slide machine – all in place to help you become a multi-disciplined Master Maserati driver. The same is true of the off-road section in an extensive nature reserve overlooking the wonderful valleys of Parma. And whatever type of driving you experience, you can rest assured that the safety standards are uncompromisingly high. It's not all out-and-out exhilaration, though. You can also relax and talk about your experiences in our elegant and stylish lounge areas.





## Experience



Feel the adrenaline of driving a pure race car and being the co-pilot of 4-time FIA GT1 world champion Andrea Bertolini.

## Satisfaction



Feel the force – a competition vehicle designed for the European GT4 Championship and US Pirelli World Challenge.

## Passion



Natural-born competitor – power comes from a lightweight 4.7-litre V8 packed with motor sport technology.

# YOU. BEHIND THE WHEEL OF THE GT4



## Enjoyment

Mind-blowing performance and excitement thanks to a front-mid mounted engine, rear-wheel drive, and racing slicks.



## Control

Total connection – body-hugging bucket-seat, six-point harness, gearshift paddles, race-spec removable steering wheel and lightweight carbon.



# PRACTICE



**Start your engines and get ready for your first ride into the Maserati world.**

Your journey to Maserati Mastery starts now. Think of a Formula 1 practice session and then put yourself in the driving seat. This is, essentially, what happens here. After you've picked up the fundamentals of track driving through one-to-one expert guidance, you'll be out there on the track – enjoying the immediate, exhilarating experience of exploring the performance limits of the Quattroporte, Ghibli, Levante, GranTurismo and GranCabrio. It's an experience that will make you a considerably better driver and eager for more excitement in future. You'll also be ready to take the next step up – to Qualifying.



**PARTICIPANTS**

Up to 30



**DURATION**

Half day



**LOCATION**

Varano de' Melegari  
Italy



**COURSE**

€ 790 + VAT



**GUEST**

€ 150 + VAT



## DIGITAL DRIVING FORCES

Could you be accelerating harder? Are you braking too early? Are you missing the turn-in? And what about that flowing, sublime sweet spot – yes, it felt amazing, but why exactly did it happen?

These questions, and many others, are answered when you sit down with your Master Maserati driving instructor and go through the telemetry data. Cutting-edge Race Navigator telemetry picks up signals from your car such as shift points, acceleration, speed, braking force, steering angle and engine speed. Off the track, this can be analysed on-screen to see how you're doing, and what

can be improved. You can also compare your data with that of elite drivers on the same track – revealing how much performance is still available.

Video plays a role, too. Multiple cameras inside your car record your laps on the track, which gives valuable insight on your technique and approach. You'll learn, for example, the importance of looking where you want to go, not where you're going, when it comes to improving your driving performance. All in all, what you learn will transform the way you drive – not just when you're on the track, but any time you take the wheel.

# QUALIFYING



## Master the art of speed behind the wheel of a Maserati.

Progression to the Qualifying stage means raising the intensity in the GranTurismo, Ghibli, Quattroporte and Levante. Just as you would in a qualifying session, you'll be pushing the limits, making mistakes, fixing them – and getting faster as you master the art of speed in your Maserati. And of course, your Master Maserati driving expert will be right there by your side, passing on championship-winning knowledge and insight. At this level, we introduce detailed video analysis and vital insights from racing telemetry that will help you fine-tune your skills. These techniques often lead to major improvements in your driving, which you will be eager to build on in the courses to come.



### PARTICIPANTS

Up to 30



### DURATION

One day



### LOCATION

Varano de' Melegari  
Italy



### COURSE

€ 1,950 + VAT



### GUEST

€ 150 + VAT





## YOUR RACE CAR

The Maserati GranTurismo MC GT4 you'll drive in the Race and Championship courses is a true competition vehicle. Based on the GranTurismo MC, it's built for customer teams racing in the European GT4 Championship and the US Pirelli World Challenge.

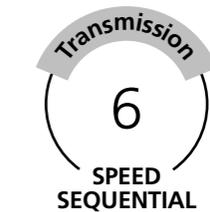
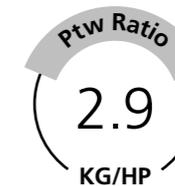
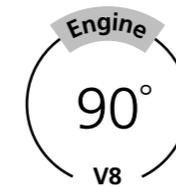
The GT4 and the production MC are closely related in terms of engineering and spirit. The MC, like all Maserati vehicles, has racing in its DNA, so it's a natural-born competitor. Also, GT4 rules allow little aerodynamic deviation but a specially designed front spoiler, rear wing, and diffuser increase downforce tremendously. Modifications like these mean that performance is similar for all GT4 competitors – and make winning a matter of skill rather than outright force. In the quest for low weight, however, almost everything has been stripped from the interior, the doors and bonnet are in carbon fibre, and the side windows are in plexiglass.

There are no luxuries inside the GT4, apart from the smooth yet grippy Alcantara® on the race-spec removable

steering wheel, complete with large gearshift paddles. Instead of air conditioning, leather finishes and high-end audio, there's a low-mounted, body-hugging bucket seat with a six-point harness, a high-strength steel roll cage and a centre panel stripped down to the essential switches and dials. Carbon also features extensively in the panelling. Power comes from a naturally aspirated, lightweight 4.7-litre V8 engine, which makes extensive use of motorsport technology, including a diamond-like carbon coating, for race-grade resistance to high dynamic loads.

When you first take your seat in the GT4, you may feel daunted. But you will have a Maserati driving expert by your side. There's also the fact that this car, as reported by professional racing drivers and Master Maserati participants alike, is remarkably mind-blowing - just like our road cars.

### MASERATI GRANTURISMO MC GT4



# RACE



Experience the raw excitement of being a Maserati racing driver –  
in the breathtaking GT4.

It's amazing how far you can progress in just a few days – and with the right guidance and preparation, you're soon ready to experience first-hand the raw excitement and adrenalin of being a Maserati racing driver. In this one-day course, you'll be driving a full-blooded racer – the GT4. Before you're strapped into that six-point harness, you get to know the vehicle inside and out. Then, after expert coaching, you're ready to hit the track and discover what the GT4 really can do – and how far you can take it. There will also be timed, competitive driving. As with professional motor sport, you'll be supported by an expert team, from seasoned mechanics to video and telemetry analysts.



**PARTICIPANTS**

Up to 12



**DURATION**

One day



**LOCATION**

Varano de' Melegari  
Italy



**COURSE**

€ 3,900 + VAT



**GUEST**

€ 150 + VAT



# CHAMPIONSHIP



**An exclusive experience on an exceptional car:  
the GranTurismo MC GT4.**

You've reached the top – and you've earned it. You know the racing lines, the kit, the technology. You've learned how to deal with the nerves, how to channel your adrenalin, and how to manage the massive yet accessible power of Maserati. And now you're ready to push harder than you ever have before. This is the elite, two-day Championship experience, complete with your own paddock team, personal coach and, naturally, cutting-edge telemetry. You'll even have exclusive access to the Ferrari F1 team's MedEx physical therapy specialists. This is essential support because you'll be driving the awe-inspiring GT4. And that means G-forces far beyond anything your body may have experienced before. You'll also experience hot laps driven by none other than Andrea Bertolini – four-time world champion – in this iconic, purist racing machine.



**PARTICIPANTS**

Up to 12



**DURATION**

Two days



**LOCATION**

Varano de' Melegari  
Italy



**COURSE**

€ 6,300 + VAT



**GUEST**

€ 300 + VAT



# RALLY POWER STAGE



**Discover and master the Maserati of SUVs – on all terrains.**

Get ready to ramp things up – on and off the road. As you'd expect, this full-day masterclass is mainly focused on the remarkably capable Maserati Levante, given its authentic all-terrain credentials. All other Maserati models also feature in this experience, however, and you'll discover how a combination of individual skill and progressive technology keeps you perfectly composed on low-grip surfaces and even the most challenging inclines. When you do venture into the Varano circuit's private nature reserve, the Levante takes centre stage. With close guidance from your instructor, you'll take on a host of tasks that showcase the SUV's abilities, while bringing out the best out of you as a driver. But most importantly, you'll have fun, whatever your ability.



**PARTICIPANTS**

Up to 24



**DURATION**

One day



**LOCATION**

Varano de' Melegari  
Italy



**COURSE**

€ 1,950 + VAT



**GUEST**

€ 150 + VAT



# COURSE OVERVIEW

## MASTER ON TRACK

### PRACTICE



### QUALIFYING



### RACE



### CHAMPIONSHIP

**DATES:**

30 April, 4 June, 15 July,  
16 September, 6 November

**DATES:**

21 May, 11 September  
7 November

**DATES:**

26 September

**DATES:**

26 - 27 June

**LOCATION:**

Autodromo di  
Varano de' Melegari (Parma)

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Autodromo di  
Varano de' Melegari (Parma)

**LOCATION:**

Autodromo di  
Varano de' Melegari (Parma)

**PRICE:**

€ 790 + VAT

**PRICE:**

€ 1,950 + VAT

**PRICE:**

€ 3,900 + VAT

**PRICE:**

€ 6,300 + VAT

## MASTER OFF ROAD

### RALLY POWER STAGE

**DATES:**

27 September

**LOCATION:**

Autodromo di  
Varano de' Melegari (Parma)

**PRICE:**

€ 1,950 + VAT

# MASTER MASERATI ESSENTIALS

**At-a-glance essentials for each Master Maserati driving course.  
All are held at the Varano De' Melegari circuit near Parma.**

## MASTER ON TRACK

### PRACTICE

This is a half-day experience on 30 April, 4 June, 15 July, 16 September and 6 November involving the full Maserati range. Highlights include on-board instruction, power oversteering on a low-grip surface, video recordings and a diploma award ceremony. The day runs between 11.45 and 18.00. Price: € 790 plus VAT and € 150 plus VAT per guest. Lunch at The Circuit restaurant included.

### RACE

Experience the GranTurismo, GranCabrio, Quattroporte, Ghibli, Levante and GT4 over one full day – 26 September. Itinerary highlights: customised refinement sessions, round of power, pace car procedure and driving quality and performance competitions in the GT4. The driving experience starts at 08.45, concluding at 18.00. Price: € 3,900 plus VAT, including dinner; excl. accommodation, available at € 150 plus VAT. Guest: € 150 plus VAT, with accommodation. Lunch at The Circuit also included.

### QUALIFYING

A full day on either 21 May, 11 September or 7 November, when you drive the GranTurismo, GranCabrio, Quattroporte, Ghibli and Levante. The itinerary is the same as Practice, but adds fast handling sessions, skill ranking and telemetry. The day starts at 08.45, concluding at 18.00. Price: € 1,950 plus VAT excl. accommodation in Parma hotel, available at € 150 plus VAT. Guest: € 150 plus VAT. Lunch at The Circuit restaurant included.

### CHAMPIONSHIP

Two full days on 26-27 June where you drive the GranTurismo, GranCabrio, Quattroporte, Ghibli, Levante and tame the powerful GT4. Itinerary is similar to Race but adds exclusive hot laps with Andrea Bertolini, driver's kit and physical therapy by MedEx. The experience starts at 08.45, concluding with a special dinner at 20.30 (included with the course package plus overnight stay). Day two also starts at 08.45, finishing at 17.45. Price: € 6,300 plus VAT, including dinner and driver's kit; excl. accommodation, available at € 350 plus VAT. Guest: € 300 plus VAT, with accommodation. Lunch at The Circuit also included.



## MASTER OFF ROAD

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### RALLY POWER STAGE

One full day on 27 September where you drive the Levante, GranTurismo, GranCabrio Quattroporte and Ghibli. The day starts at 08.45 and includes highlights such as: Levante driving technique and theory session, on- and off-road

challenges, telemetry and a driving competition with an award. Price: € 1,950 plus VAT, excluding accommodation, available at € 150 plus VAT. Guest: € 150 plus VAT, with accommodation. Lunch at The Circuit included.

## INFORMATION AND REGISTRATION

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To find out more or to book your Maserati experience, please get in touch with the Master Maserati Office:  
Tel: +39 0525 551138 - Email: [info@mastermaserati.it](mailto:info@mastermaserati.it)



# MASTER INCENTIVE

**Team bonding, or a special 'thank you',  
doesn't get more exclusive or exhilarating than this.**

Nothing bonds a team like the exhilaration and spirit of the Master Maserati driving experience. The sheer intensity of the experience means it happens quickly, too. There's no room for small talk when you're having this much fun. We can tailor any programme to suit the interests and aims of your business, team or VIP clients, and we welcome groups of any size for the number of driving days they'd prefer. For instance, we can provide instruction on the basics of track driving or how to become a racing driver.

We offer guidance from expert drivers, one-to-one coaching, video, telemetry recording and the full support of a crew. The driving can also be combined with cultural programmes and activities, including a private visit to the Panini Motor Museum in Modena, culinary experiences and a Maserati factory tour. For your added convenience, we offer a range of supplementary services, from organising hotels to airport transfers.

## INFORMATION AND REGISTRATION

We offer these Tailor Made Incentive programs for groups and businesses where you can customize all aspects of your course and create a truly unforgettable experience.

For inquiries, please contact us at [info@mastermaserati.it](mailto:info@mastermaserati.it) or +39 0525 551 138



# MASTER MASERATI PARTNERS

We're proud to have the support of some of the most respected names in the automotive world. Between us, we aim to offer every Master Maserati participant, whatever their ability, an experience they'll never forget.

## PIRELLI

The Pirelli and Maserati partnership dates back nearly 100 years. Pirelli Stella Bianca tyres were fitted to Giuseppe Campari's Maserati when he won the French Grand Prix in 1933. Pirellis were deployed on Fangio's 250F, including when he took the 1957 World Championship. And there have been many other iconic moments. Today, the brand's tyres grace all the Maserati production models. [pirelli.com](http://pirelli.com)

## SHELL

Shell has a passion for technology that meets the ever-changing demands of advanced engineering. It's particularly focused on improving performance, efficiency and engine

life. And, of course, providing the very best products for the world's most discerning drivers. Which makes it the perfect partner for Maserati. [shell.com](http://shell.com)

## ALCANTARA®

The Alcantara® fabric that so beautifully enhances a Maserati interior is made exclusively by the Italian company Alcantara® S.p.A., with its headquarters in Milan. The fabric's composition remains a secret, but its technical, aesthetic and sensory properties are renowned and coveted worldwide. It's also 100 per cent carbon neutral. [alcantara.com](http://alcantara.com)

## RACE NAVIGATOR

Race Navigator is a leading manufacturer of data analysis systems for recording and analysing laps on the track. These can provide vast amounts of information, including steering angles, video from wide-angle cameras and even biometric data such as heart and breathing rate. [race-navigator.com](http://race-navigator.com)

## TECHNICAL PARTNERS





[WWW.MASTERMASERATI.COM](http://WWW.MASTERMASERATI.COM)  
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