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Maserati UK boosts specification and cuts prices for growth in 2004



Prices for the Maserati Coupé and Spyder ranges have been reduced by an average of 9.9 per cent for 2004 model year cars and the level of standard equipment has been increased. The Maserati range now starts at £56,650 for the Coupé GT, which will have Skyhook suspension fitted as standard for the first time. All new cars will now be supplied with the Navtrak GPS security system, heated seats and metallic paint. New colours and trim options combine to provide the widest choice ever offered to customers.

Maserati UK Operations Director Philip Mills said: 'Maserati has a unique position as a high performance, luxury sports car brand and as we continue our growth in the UK believe that it is time to re-define the level of standard equipment as well as price of these much coveted cars.'

'The new range of colours and trim combined with the unique Skyhook suspension, heated seats, the leading edge Navtrak GPS security system and a reduction in the headline price means that the exclusive experience of owning a new Maserati now has even greater allure.'

The complete price range (on the road) for the Maserati Coupé and Spyder models is as follows -

Model	New Price	Old Price	Saving
Coupé GT	£56,650	£62,949	£6,299
Coupé Cambiocorsa	£58,995	£65,949	£6,954
Spyder GT	£61,995	£68,749	£6,754
Spyder Cambiocorsa	64995	£71,749	£6,754



N.B. On the road price includes VAT, Vehicle Excise Duty (£165) and the government's increased first registration fee (£38).

The 'Old Price' shown is the standard car retail price including Skyhook suspension, Navtrak GPS security system, heated seats and metallic paint. This enables a transparent comparison between old and new price.

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