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Maserati Quattroporte 'Collezione Cento'



Maserati, riding high on the sales success of the new GranTurismo, is launching the most desirable version of its four-door GT yet. Finished in brand-new ivory paintwork, the latest version of the Quattroporte, limited to just 100 examples, has comfort, technology, and luxury all rolled into one.

Externally, the 'Collezione Cento' model features a contrasting coach line and 20" wheels with polished rims, while the honeycomb front and side grilles are chromed. But it's inside the car that the full effect of the bespoke treatment becomes apparent.

Poltrona Frau 'Cuoio'-coloured leather, with diamond-pattern stitching and matching buttons, covers the seats. Polished Wengé exotic wood inserts highlight the steering wheel, centre console and small-object compartment, and mother-of-pearl gleams in the shape of the trident on the gear knob.





Passengers in the back seats of the new Quattroporte will find themselves in a multimedia paradise. Controlled by the Maserati Multimedia Entertainment system, the technology is housed in the rear centre armrest, which contains an AUX-IN socket, iPod docking station, SIM card port and a USB port. Passengers can view photographs, videos or listen to MP3/WMA tracks on their own external MP3 players. The car's sound system or the special Bluetooth headsets can also be used.

The rear armrest features a built-in keypad for Internet browsing and email access, and built into the back of the front seats are two 10.4" touch screens complete with a CD/DVD player.

The car is based on the regular 400bhp, 6-speed torque-converter Quattroporte Executive GT.



Maserati also announced in Detroit that it had already delivered 1326 GranTurismos, with orders totalling 2333. Winner of 40 international awards, approximately 15,000 Quattroportes have been delivered since its launch and, in 2007, 74% of buyers preferred the 'conventional' automatic model.

Text: Steve Wakefield

Photos: Maserati SpA

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