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Sojitz Corporation

Sojitz and Maserati Japan Sign Memorandum for Maserati Car Sales in Japan  
– Jointly Developing Next-Generation Vehicle Sales Methods Using Digital Technologies –

Sojitz Corporation (“Sojitz”) and Maserati Japan Ltd. (“Maserati Japan”), the Japanese subsidiary of Italian automaker Maserati S.p.A (“Maserati”), have concluded a memorandum for sales of Maserati vehicles in Japan.

[Content of Memorandum]

Through this memorandum, both companies aim to pursue potential partnerships across a range of areas. In particular, Sojitz and Maserati Japan seek to utilize digital technologies such as cross reality (XR), which create new experiential value by fusing the real and virtual worlds, with the goal of joint study and development of new business models and sales methods for Maserati vehicles.

[Background and Purpose]

In recent years, the automotive industry has experienced large-scale structural changes, and the industry’s sales methods are being transformed through advancements in digital technologies and shifts in market trends. In order to adapt to these environmental changes, Sojitz and Maserati Japan have formed a collaborative alliance to realize sales of next-generation vehicles by utilizing digital technologies.



[New MC20 sports car]



[Ghibli Hybrid to be introduced in June 2021]

[Synergy between Sojitz and Maserati Japan]

In automotive-related fields, Sojitz has promoted and expanded its luxury car and premium car brand sales business while strengthening its functions through IoT, AI, and other advanced technologies. By combining Sojitz's know-how and expertise with Maserati's unique Italian brand identity, both companies will bring new energy to Japan's auto industry with the aim of contributing to prosperity and sustainable growth for society.

[About Maserati S.p.A.]

Maserati produces a complete range of unique cars instantly recognisable for their extraordinary personality. With their style, technology and innate exclusivity, Maserati cars have always been a point of reference in the global automotive industry. A tradition of successful cars, each of them redefining what makes an Italian sports car in terms of design, performance, comfort, elegance and safety, currently available in more than seventy international markets. Ambassadors of this heritage are the flagship Quattroporte, the Ghibli sports sedan, now also available in hybrid version as the Trident Brand's first electrified car, and the Levante, the first SUV made by Maserati, all models characterised by the use of the highest quality materials and exceptional technical solutions. A complete range, including V6 and V8 petrol, 4-cylinder hybrid and V6 diesel powerplants, with rear-wheel and four-wheel drive. The range's prestige was recently even further enhanced by the introduction of the new Trofeo Collection, comprising Ghibli, Quattroporte and Levante, equipped with the powerful 580 hp V8 engine. The top-of-the-range is the new MC20 super sports car, powered by the ground-breaking Nettuno V6 engine, incorporating F1-derived technologies now made available in the power unit of a standard production car for the first time. Today, the Maserati range is produced at three plants: Ghibli and Quattroporte are built at the Avvocato Giovanni Agnelli Plant (AGAP) in Grugliasco (Turin), and Levante at the Mirafiori Plant in Turin. The new MC20 supercar is produced in Modena, at the historic Viale Ciro Menotti plant.

[For questions regarding this press release, contact:]

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