

July 6, 2021

Sojitz Corporation

Sojitz and Maserati Japan Begin Development of New Sales Methods  
–Delivering a New Maserati Brand Experience at Two Kanagawa Locations–

Sojitz Corporation (“Sojitz”) has announced its cooperation with Maserati Japan Ltd. (“Maserati Japan”), the Japanese subsidiary of Italian automaker Maserati S.p.A (“Maserati”), to begin management of both Maserati Minatomirai and Maserati Yokohama via its operating company for authorized dealerships and fully owned subsidiary, Sojitz Auto Group Japan Co., Ltd. (“Sojitz Auto Group Japan”), from Friday, July 9, 2021.

As announced in a previous news release, Sojitz and Maserati Japan will utilize digital technologies such as cross reality (XR), which create new experiential value by fusing the real and virtual worlds, with the goal of jointly developing new sales methods for Maserati vehicles. Sojitz and Maserati Japan have selected Kanagawa Prefecture as an area to conduct verification, and both companies plan to deliver new experiences to Maserati’s existing customers as well as those new to the brand.



[April 2021 marked the world premiere of Maserati’s new SUV model: Levante Hybrid]



[Hiroshi Fujiwara collaboration model: Ghibli Hybrid Fragment]

As part of this new experience, Sojitz and Maserati Japan will showcase Maserati's first hybrid SUV, the Levante Hybrid, for the first time in Japan. (The Levante Hybrid will be on display at Maserati Yokohama from July 12<sup>th</sup> through the 17<sup>th</sup> and at Maserati Minatomirai from July 17<sup>th</sup> through the 20<sup>th</sup>.)

In addition to its new MC20 sports car, Maserati continues to announce innovative new models such as the brand's first hybrid car, the Ghibli Hybrid, and the Levante Hybrid, Maserati's first SUV hybrid model powered by a new engine. Through this partnership with Maserati, Sojitz and Sojitz Auto Group Japan will utilize digital technologies to pursue new sales methods to enrich and contribute to the prosperity of society.

[Related Information]

[Maserati Minatomirai – Dealer Information]

Location	3-6-1 Nishi-ku, Minatomirai, Yokohama-shi, Kanagawa Minatomirai Center Building 1F
Telephone	045-263-8702
Fax	045-263-8703
Website	<a href="https://www.maserati.com/jp/ja/dealers/minatomirai">https://www.maserati.com/jp/ja/dealers/minatomirai</a>
Opening Date	Friday, July 9, 2021
Hours	10:00-19:00 (Closed on Wednesdays and the 1 <sup>st</sup> and 3 <sup>rd</sup> Tuesday of every month)

[Maserati Yokohama – Dealer Information]

Location	17-18 Fujimigaoka, Tsuzuki-ku, Yokohama, Kanagawa
Telephone	045-507-6800
Fax	045-507-6890
Website	<a href="https://www.maserati.com/jp/ja/dealers/yokohama">https://www.maserati.com/jp/ja/dealers/yokohama</a>
Opening Date	Friday, July 9, 2021
Hours	10:00-19:00 (Closed on Wednesdays and the 1 <sup>st</sup> and 3 <sup>rd</sup> Tuesday of the month)

[Company Overview – Sojitz Auto Group Japan Co., Ltd.]

Established	July 2020
Head Office	1-1, Uchisaiwaicho 2-chome, Chiyoda-ku, Tokyo
Representative Director	Akira Yamamoto
Shareholders	Sojitz Corporation – 100%
Main Business	(1) Sales, repairs, and leasing of cars (including used vehicles) and automotive supplies (2) Private car rentals (including used vehicles) and rental car business (3) Indemnity insurance agency (4) Mail-order sales business (5) Related automotive businesses

[Related News Release]

“Sojitz and Maserati Japan Sign Memorandum for Maserati Car Sales in Japan.”

Sojitz Corp. Press Release, 20 May 2021.

<https://www.sojitz.com/en/news/2021/05/20210520.php>

[For questions regarding this press release, contact:]

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