



MASTER MASERATI

DRIVING COURSES

MASERATI



MASTER MASERATI INCENTIVE COURSES FOR CORPORATE EVENTS

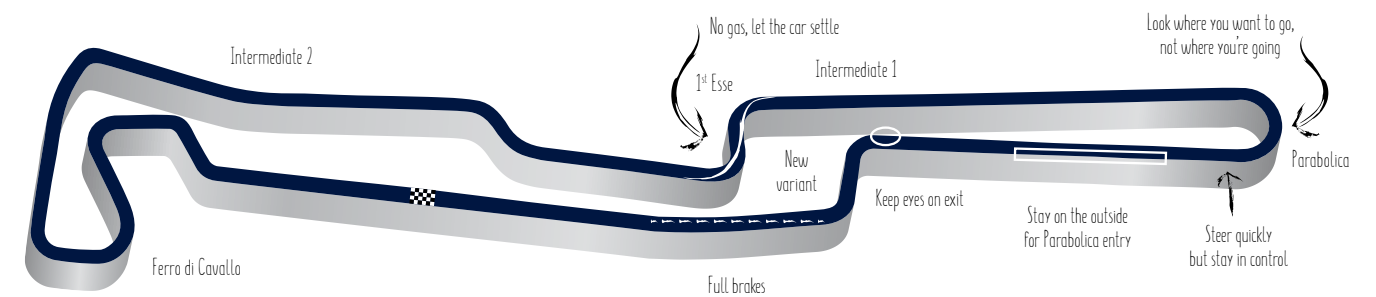
MASTER MASERATI INCENTIVE COURSES FOR CORPORATE EVENTS

A unique, exclusive and thrilling experience. Participants will enjoy driving the most technologically-advanced, high-performance Maseratis in safe and secure surroundings. Professional drivers will provide support throughout. This is what a Master Maserati course, staged at the circuit of Varano, delivers. The Varano circuit is situated in the stunning setting of the Parma hills. The entire Maserati range will be available to participants, backed up by a team of instructors ready to pass on their expertise in safe, sporty driving, both on and off the track. The keen sense of bonding that emerges after a day on the track, together with the enthusiasm and involvement of the participants during the course, creates the ideal conditions for incentive and team-building exercises, as well as company conferences and corporate events.



MASTER MASERATI CIRCUIT

We like to think of the Varano de' Melegari course, about 25 km south-west of Parma, as a university for racing drivers worldwide. The atmosphere is vibrant, inspiring and, above all, welcoming - definitely not the typical academic setting! Everything you could possibly need is right there 'on campus'. It is the perfect environment to get into sync with the instructors, the cars and the other course participants. Here, you will find everything you need to make the most of an inspirational and motivational day. On hand will be a team of well-respected and gifted instructors who will be supporting you every step of the way on a course that is light on theory and heavy on practice. Certified by the FIA, our 2.3km circuit is technically demanding but, at the same time, forgiving. The track is perfect for learning the basics of visual reference points, braking points, apexes, racing lines, corner exit speeds, understeer, oversteer and much, much more – all in the safest conditions possible. In addition, the autodrome is equipped with an advanced irrigation system, a low-grip zone and slide machine; features that are essential in multidisciplinary driver training. Naturally, all the track activities conform to the highest safety standards. Between sessions, participants can take a well-earned break in our recently refurbished lounge area. Drivers here can relax and maybe boast a little about their achievements. And why not? It is now possible to take our Incentive by Night course for an even more stimulating experience, as well as tackle the artificial obstacles on the Off-Road course.



THE MASTER MASERATI TEAM

If you come to Varano, you must be passionate about Maseratis. And here you will find a likeminded team with a commitment to offer only the best. The courses are managed by drivers experienced at international level in elite motor sports series including Formula 1, the World Endurance Championship and the World Rally Championship. All the instructors are employed exclusively on the Master Maserati courses, alternating teaching at Varano with their motor racing commitments. The extremely close-knit, professional and motivated team is now 100-strong and is led by motor racing legend, Andrea de Adamich. Andrea made his debut in 1965, winning that year's Italian Formula 3 championship. He then made the switch to Formula 1, competing in 34 Grand Prix during his long and successful career. Over the years, he drove for Ferrari, Alfa Romeo, McLaren, March, Brabham and Surtees, whilst today he is considered one of motor-racing's leading authorities.

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

Andrea de Adamich





AN EXCLUSIVE LINE-UP

Master Maserati features a dedicated fleet of 24 cars. The full model range is represented: the sportiest and most up-to-date versions of the GranTurismo, GranCabrio, Quattroporte, Ghibli and Levante, including the awesome 580 hp Levante Trofeo. We update our fleet every year to ensure that participants drive only the latest models with the highest possible safety standards. For the ultimate training experience, every car is fitted with onboard audio-video recording equipment.





INCENTIVE COURSES HIGHLIGHTS

The Master Maserati Driving Course is an exclusive and exciting experience. The adrenaline levels and teamwork that emanate from a day at the circuit create the perfect conditions for a successful incentive-based event. We are always on hand to put together personalised courses, meeting the requirements and objectives of your company, team or VIP clients. We can tailor the experience to suit any group size, ranging from ten to one hundred. Master Maserati courses can be fully customised according to your needs: they can range from instruction on the very basics of track driving to sophisticated programmes with telemetry analysis that take you almost all the way to becoming a true racing driver. We offer one-to-one guidance from expert instructors, one-to-one coaching videos, telemetry recording and the full support of a dedicated crew. As participants' driving skills and techniques improve, so will their day-to-day handling of their own cars, ensuring better control in critical situations. Off-road sessions can be combined with theory lessons and dynamic turns on the track. These will provide participants with an exclusive opportunity to test the exceptional handling of the Maserati Levante, even on the most demanding surfaces. The Varano de' Melegari circuit is set in a splendid natural setting that extends over 500 hectares. The area offers a range of off-road challenges: rough ground, steep climbs, tricky descents and a series of natural obstacles. This zone is also equipped with artificial wooden obstacles, allowing participants to improve their techniques in driving across bridges, twists, banked stretches and test benches. It then moves onto an even more demanding natural course that has been designed in a unique, panoramic environment. At the end of the course, all the participants are awarded a Master Maserati diploma and a special gift. The driving can also be combined with cultural programmes and activities, such as a private visit to the Panini Motor Museum in Modena, local culinary experiences and a Maserati factory tour.

To start creating your tailor-made course, please contact us at info@mastermaserati.it or speak with our Master Maserati team directly: +39 0525 551 138

MASTER INCENTIVE FULL DAY SAMPLE PROGRAMME*

- 09.00** Welcome to the track. Theory session on track and off road driving technique.
- 09.30** Guidelines on correct driving position. Demonstration session. Start of dynamic one to one session with professional driver.
- 10.30** Start of dynamic activities:
- Driving on track, multiple one to one coaching sessions with our professional drivers.
 - Oversteer.
 - Off road session on rough trails in the nearby Monte Capuccio nature reserve.
- 13.00** Buffet lunch: taste the traditional Italian cuisine in our circuit restaurant.
- 14.00** Resume of dynamic activities:
- Driving on track, multiple sessions with instructor on board.
 - Oversteer.
 - Off road session on rough trails.
 - Hot laps with professional driver.
- 17.30** Closing ceremony.

* The programmes can be tailored to individual requirements (e.g. hotel accommodation, number of guests, customization of hospitality area and cars, use of the convention center for corporate activities).





MASTER INCENTIVE HALF DAY SAMPLE PROGRAMME*

- 11.45** Welcome to the track. Theory session.
- 12.30** Buffet lunch: taste the traditional Italian cuisine in our circuit restaurant.
- 13.30** Guidelines on correct driving position. Demonstration session. Start of dynamic one to one session with professional driver.
- 14.15** Start of dynamic activities:
- Driving on track, multiple one to one coaching sessions with our professional drivers.
 - Power oversteer on low grip surface.
 - Hot laps with professional driver.
- 17.30** Closing ceremony.

* The programmes can be tailored to individual requirements (e.g. hotel accommodation, number of guests, customization of hospitality area and cars, use of the convention center for corporate activities).



PRICES

MASTER INCENTIVE FULL DAY

- € 39,000 (+ VAT), up to 30 participants
- € 56,000 (+ VAT), up to 60 participants

MASTER INCENTIVE HALF DAY

- € 26,000 (+ VAT), up to 30 participants

All prices include:

- Technical crew
- Rescue and medical crew
- Exclusive use of the circuit track and facilities
- Use of the Maserati car fleet
- Buffet lunch including soft drinks
- Lounge bar (non alcoholic drinks)
- Insurance
- Course certificate

MASTER MASERATI INFORMATION POINT

For information and registration or to create a tailor-made experience:

Master Maserati Office

Ph: +39 0525 551138 - Fax: +39 0525 551140

E-mail: info@mastergt.it



HOW TO REACH VARANO DE' MELEGARI

ADDRESS

Strada per Fosio 1, 43040 Varano de' Melegari, Parma, Italy.

FROM MILANO

Take the A1 motorway direction Bologna, then follow direction to A15 motorway (Parma-La Spezia) (around 101 km south bound the A1), exit at Fornovo and follow direction to Varano de' Melegari.

FROM TORINO

Take the A21 motorway (Torino-Piacenza), then at Piacenza continue on the A1 motorway direction Bologna, then take the A15 motorway (Parma-La Spezia), exit at Fornovo and follow direction to Varano de' Melegari.

FROM BOLOGNA

Take the A1 motorway direction Milan, take the A15 motorway (Parma-La Spezia), exit at Fornovo and follow direction to Varano de' Melegari.

FROM ROME

Take the A1 motorway direction Firenze/ Bologna/Milano. After Parma, take the A15 motorway (Parma-La Spezia), exit at Fornovo and follow direction to Varano de' Melegari.

FROM ALL DIRECTIONS

From the exit Fornovo, after the toll turn left, following indication for Varano de' Melegari. Continue on this road for approx. 7 km. At a round about, take the second exit to the bridge leading to the entrance to the circuit.





WWW.MASTERMASERATI.COM
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