MASERATI ALFIERI WINS CAR DESIGNS OF THE YEAR AWARD FOR 2014 CONCEPT CAR OF THE YEAR

Wednesday 4 March, 2015

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Last night, the Maserati Alfieri Concept was announced as '2014 Concept Car of the Year' at the prestigious Car Design Night in Geneva, organised by Car Design News and attended by the industry's leading automotive designers.

The Alfieri Concept was first unveiled at the Geneva Motor Show 2014; a striking 2+2 concept car celebrating the brand's centenary, with the name *Alfieri* commemorating the most prominent of the founding Maserati brothers. The concept car was designed at the Centro Stile in Turin, masterminded by Head of the Centro Stile Lorenzo Ramaciotti and led by Marco Tencone, who proudly accepted the Car Designs of the Year award on Maserati's behalf.

Due to the overwhelmingly positive reaction when it was first shown, the Maserati Alfieri is now confirmed for production in 2017 followed by a cabriolet version later on.

The Car Designs of the Year Awards are completely independent in that the judging panel is made up of a truly global cross-section of professional designers from carmakers, educational establishments and suppliers from major players including Daimler, Jaguar, Volvo, General Motors, Hyundai, Lear, Coventry University and Renault Group.

Owen Ready, Editor Car Design News said, "The design of sports cars with fine volumes and beautiful proportions is something Italian car design has long excelled at, but the Alfieri's more contemporary design elements have been executed with impeccable judgement. The result is a classic Italian sports car which is utterly modern."

The Alfieri Concept features in the second Car Design Review yearbook which was launched yesterday evening at the event in front of many of the top designers who also feature within its pages. The184-page hardback edition takes an analytical look back at the past year of car design and contains an in-depth feature on the winning vehicle design of the year.

Ends

To view high-res images, click here.

To view the Maserati homepage on Newspress, click here.

About Car Design News

Car Design News is the leading resource for car designers worldwide. Since 1999 it has provided invaluable information, advice and insights to students and design directors alike thanks to its network of writers and industry analysts, many of whom have contributed to the second Car Design Review book. CDN's primary presence is online, allowing it to deliver the latest news, reviews and opinions to the design community. In addition to its unrivalled editorial you can find a careers section that has helped place many designers in key positions.

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