# Maserati And Centre For Entrepreneurs Announce The Maserati 100 List

**Monday 23 February, 2015**

**ONE HUNDRED BRITISH ENTREPRENEURS SUPPORTING THE NEXT GENERATION OF BUSINESS TALENT**

*Under embargo: Monday,23rd February 2015* – 'The Maserati 100' – a definitive list of Britain's most successful business leaders actively supporting the next generation of entrepreneurs has been announced by Maserati and the Centre for Entrepreneurs (CFE).

A diverse and vibrant array of established entrepreneurs feature in the inaugural 100 list, highlighting the strength and tenacity of modern British entrepreneurialism. Those featured in the list included:

- Julie Deane creator of The Cambridge Satchel Company who is committed to preserving British manufacturing by taking on apprentices and encouraging young people to embrace craftsmanship.
- Sir Charles Dunstone, founder of The Carphone Warehouse and chairman of TalkTalk Group who is also Chairman of The Princes' Trust Enterprise Fellowship.
- And, one of Britain's best-known entrepreneurs; Richard Branson whose wide means of support for entrepreneurs includes Virgin StartUp, a non-profit company offering financial support and business mentoring to thousands of young businesses.

The search for the prestigious Maserati 100 was launched at the end of last year as part of the Italian car brand's centennial year celebrations. In partnership with the Centre for Entrepreneurs members of the business community were invited to nominate the individuals who they felt should be recognised for their support of the next generation of entrepreneurs.

Whilst almost 50% of those included in the list originate from the technology sector, the rich diversity of British entrepreneurs means that the other half comes from a variety of sectors including fashion, food and drink, travel, events and sport.

Critiqued by an expert panel from the Centre for Entrepreneurs to reach the final one hundred names, the full Maserati 100 list can be found on a dedicated website: www.themaserati100.co.uk. On Thursday 26th February, Maserati will bring the group of one hundred individuals together for an exclusive evening celebration hosted at the home of the Centre for Entrepreneurs in London's Mayfair.

Luke Johnson, serial entrepreneur and founder of the Centre for Entrepreneurs, said: "Entrepreneurs have long been celebrated for their role as job creators – indeed UK entrepreneurs have created more jobs in the past five years than the rest of the EU combined – but their deep commitment to helping others often goes unnoticed. The Maserati 100 exemplifies the economic and social value of entrepreneurs; growing the economy, creating jobs and helping the next generation do the same."

Peter Denton, Region Manager, Maserati North Europe, said: "Maserati was born from the entrepreneurial spirit of five brothers 100 years ago. Today, the Centre for Entrepreneurs actively encourages and supports that same drive and ambition. It is important to recognise the valuable work Britain's entrepreneurs are doing for the country's economy, which is why 'The Maserati 100' acknowledges those established names who are now generously giving their time and resource to support the next generation of business founders."

Since Maserati partnered with the Centre for Entrepreneurs in the summer of 2014 the marque has supported the business think tank on a number of events and projects including support in a recent key study on Angel Investors.

Find out more at www.themaserati100.co.uk

To view high-res images, click here.

To view the Maserati homepage on Newspress, click here.

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**About Maserati**
Officine Alfieri Maserati was founded on December 1, 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports car culture and its development. Every Maserati is like a work of art, its perfection expressing the marque's proud history. Celebrating 100 years of unmistakable styling and technological innovation, Maserati is a company in rapid expansion. With presence in 65 markets worldwide, its role is clearly confirmed as an international ambassador of Italian excellence. This excellence is conveyed every day with passion through products of outstanding performance seen in the GranTurismo, GranCabrio and the new Quattroporte and Ghibli.

For more information on Maserati, visit: www.maserati.co.uk

**About Centre for Entrepreneurs**
The Centre for Entrepreneurs promotes the role of entrepreneurs in creating economic growth and social well-being. It is an independent non-profit organisation chaired by serial entrepreneur and Sunday Times columnist Luke Johnson and housed within the Legatum Institute – a non partisan think tank best known for its annual Prosperity Index.

For more information on the Centre for Entrepreneurs, visit: http://www.centreforentrepreneurs.org/

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