

## Massimo Bottura, Maserati Brand Ambassador

Thursday 14 May, 2015

### *The premier Modenese chef and the Trident: the perfect marriage of "slow food" and "fast car"*

Earlier this week, luxury Italian automotive manufacturer Maserati and top chef Massimo Bottura began a partnership that will unite the excellence of the Trident marque with the acclaimed gastronomic virtuosity represented by Modena's premier chef and his restaurant, *Osteria Francescana*, boasting 3 Michelin stars, currently regarded as the third best in the world.

At the Modena plant where Maserati has its headquarters, Massimo Bottura picked up his sporty black Ghibli S Q4, distinguished by its dynamic and futuristic finishing touches, custom-designed to the chef's personal specifications down to the last detail.

Delivery took place in the presence of Harald Wester, CEO of Maserati, who wanted to personally thank the culinary wizard, presenting him with the "*Maserati Trident Award*", a commemorative statuette of Bologna's Neptune Fountain, the mythology-inspired monument which 101 years ago prompted Mario Maserati to adopt the Trident as his company logo, the imposing three-pronged spear which has continued to serve as the company's distinctive emblem. "This initiative represents a tasty collaboration," explained Harald Wester "marking a genuine convergence of excellences, celebrating the unique value of two Italian enterprises enjoying worldwide fame."

A great lover of music and art, ever since he was just a boy, Massimo Bottura has been a devoted fan of Maserati cars, admiring their grace and power as they swept along the streets of Modena; a Ghibli was the missing trophy in his outstanding collection of contemporary vinyl discs and works of art.

"The Ghibli S Q4 represents a perfect blend of pure style, vibrant personality, sophisticated detailing and that unique Italian flair for design, a flair based on an enviable cultural legacy and painstaking research: that's why I immediately felt it was right for me," the chef proudly exclaimed.

Maserati and Massimo Bottura, acting as an Ambassador at Large, will be sharing the spotlight in a number of joint initiatives.

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For further information please contact:

Anna Angelini  
Press and Public Relations Manager  
**Maserati North Europe**  
Tel. +44 (0)1753 878 705  
Mob +44 (0)7725 826 007  
e-mail: [anna.angelini@maserati.com](mailto:anna.angelini@maserati.com)

Georgina Cox  
Press Officer  
**Maserati North Europe**  
Tel +44 (0)1753 878 756  
Mob +44 (0)7753 851 347  
e-mail: [georgina.cox@maserati.com](mailto:georgina.cox@maserati.com)

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