



Maserati on the clay courts of the Rolex Monte-Carlo Masters 2026

Maserati unveils two creations from its Fuoriserie programme.

For the first time, the GranCabrio features a fully customised soft top.

Also on show are the MCXtrema and an immersive experience in the world of Trident customisation.

Modena, 3 April 2026 - For the fifth consecutive year, **Maserati returns to the spotlight at the Rolex Monte-Carlo Masters**, one of the most iconic events on the international tennis calendar, taking place **from 4 to 12 April on the clay courts of the Monte-Carlo Country Club**. Maserati's presence at this prestigious sporting event forms part of the broader narrative of the Year of the Trident, the programme of events dedicated to the centenary of the brand's legendary symbol, and provides the ideal stage to unveil, in a world premiere, **two unique [Fuoriserie](#) creations**. At the heart of the **BOTTEGAFUORISERIE** excellence project, the customisation journey offers every client the opportunity to transform their car into a truly bespoke expression.

Centre stage is taken by the captivating [GranCabrio](#), showcasing **an absolute first in the Brand's history: the first fully customised soft top**, created through the Fuoriserie programme. A record that marks a new frontier for the model, already unique in the automotive landscape in also offering a BEV version. Crafted in an intense Maserati blue, the soft top celebrates one hundred years of the Trident through a refined interplay of techniques combining weaving and embroidery. More specifically, the iconic symbol is expressed in a double interpretation, with white and lime color accents inspired by tennis balls, while the Maserati signature on the C-pillar completes an ensemble of extraordinary elegance and stylistic coherence. This innovation expands the horizons of Fuoriserie customisation, introducing a range of soft-top configuration options to the catalog, from color choices and tailored detailing to bespoke solutions developed at the client's request. The vehicle is on display in the Commercial Village, finished in Verde Royale with ICE interiors.

At the sporting event, the spotlight also falls on **an example of the [MCPURA Cielo](#) in the sophisticated Ai Aqua Rainbow shade, a special color developed by Maserati Fuoriserie**. This is an iridescent light blue that, in sunlight, transforms to reveal prism-inspired reflections, evoking the dispersion of light. The result is a refined yet dynamic color, achieved through special pigments and capable of creating a striking visual effect. Inside, the Ice Alcantara seats stand out, laser-etched to reveal the Trident. The car is on display in the exclusive VIP Village.

Both Fuoriserie cars embody **the inseparable combination at the heart of Maserati's DNA: Italian luxury and the pleasure of open-air driving**, conjuring up the dream of a journey along the captivating bends of the Three Corniches, where performance and scenery merge into an unrepeatable sensory experience. In addition, the two super sports cars are further enhanced by **Fuoriserie car covers created especially for the event**, designed to protect their surfaces with the utmost care. The design recalls the clay courts of Monte-Carlo, with graphic details evoking the silhouettes of the cars and color accents inspired by the world of tennis. These exclusive elements form part of a special package reserved for clients who choose Maserati during the tournament.



Within the exclusive Maserati space set up at the Monte-Carlo Country Club, guests are invited to **dive into the Fuoriserie universe through a dedicated configuration area, where the digital and physical dimensions come together**. Conceived to explore the endless customisation possibilities offered by the Corse, Unica and Futura collections, the journey showcases a programme in constant evolution, always ready to meet clients' tastes and requirements: from body colors and interior materials to the most distinctive finishing details. In this way, anyone purchasing a Maserati Fuoriserie becomes the designer of their own car.

Lastly, it should be remembered that **Maserati is the Official Car of the Rolex Monte-Carlo Masters 2026**, accompanying athletes and guests with a fleet of vehicles that perfectly expresses the Brand's elegance and comfort, including the sophisticated Grecale SUV for a distinctive experience on every journey. In addition, the Brand **offers the opportunity to experience the DNA of the Trident first-hand through an exclusive test-drive programme involving the entire range**, from super sports cars to the GranTurismo, along some of the most iconic and spectacular routes of the Côte d'Azur.

Maserati S.p.A.

Maserati produces a complete range of unique cars that are immediately recognizable by their extraordinary personality. With style, technology and an innate exclusivity, they delight the most discerning, demanding tastes and refined tastes, always setting a benchmark in the global automotive industry. A tradition of successful cars, each of them redefining what makes an Italian sports car in terms of design, performance, comfort, elegance and safety, currently available in more than 70 markets internationally.

The Maserati line-up includes the Grecale SUV; GranTurismo, the iconic Italian grand tourer; and GranCabrio, the Trident's new convertible; all models characterized by the use of the highest quality materials and outstanding technical solutions. A range equipped with 4-cylinder hybrid powertrains, available for Grecale, and V6 petrol with rear-wheel and four-wheel drive, embodying the performance DNA of the Trident Brand. GranTurismo is available with both the high-performance V6 petrol engine and a 100% electric version, the GranTurismo Folgore, the first car in the Modena-based brand's history to adopt this solution. The full-electric range also includes Grecale Folgore and GranCabrio Folgore. The top of the Brand's range is the MC family, which consists of the MCPURA coupe and its MCPURA Cielo convertible version, powered by the innovative V6 Neptune engine, 100% Maserati, which incorporates F1-derived technologies into the power unit of a standard production car. Completing the Brand's commercial offering is the Maserati GT2 Stradale, the road-legal version of the GT2, which brought Maserati back to the track in covered-wheel championships, while Maserati MCXtrema is the limited series of only 62 units, a track-only homologated racing car that pushes Trident performance to the highest level and is dedicated to racing car enthusiasts.

Maserati's mission is to write the future of mobility in the luxury segment by focusing on its customers' requests. In order to achieve this mission, the Brand is also strongly focused on the Maserati Fuoriserie customization program, the Maserati Classiche activities, and the intensive Maserati Corse racing program.

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