

Revving up customers' imagination

How Maserati leverages technology to
drive new luxury experiences



Call for change

Putting imagination in the driver's seat

As one of the world's leading luxury car manufacturers, Maserati knows what it takes to keep its clients engaged and excited. The automaker has built an immersive customer experience that's just as luxurious as its vehicles—the Maserati Experience Engine (MXE). It gives customers the opportunity to bring their imagination to life and create the car of their dreams in-store or from the comfort of their own home.

MXE is an interactive product that provides customers with a simple and enjoyable configurator to help create cars. They can discover different paint, wheels and trim combinations on some of the world's most iconic Maserati car models and personalize every little detail to their heart's content in a 3D environment on a tablet or a PC. Users can configure 3D models of luxury Maserati car models, from the exterior paint options down

to the trim details, in stunning, photoreal visuals. MXE offers full vehicle customization and supports the Fuoriserie program. It features all personalized options plus multiple digital environments and is fully integrated with the Maserati ecosystem—by transforming the customer experience at the Modena Showroom in Italy, dealerships and in customers' homes, the automaker can continue to outrace the competition.

MXE is also helping Maserati reimagine its marketing capabilities by automatically creating memorable content that can be used in marketing campaigns across digital and physical channels. It leverages digital content produced during car configurations, which can be reused in ads, videos, brochures and more, enabling the carmaker to produce high-quality media faster, simpler and at much lower costs than before.



When tech meets human ingenuity

An Italian luxury car configurator experience like no other

Built with Unreal Engine, a 3D content platform used to create immersive experiences, MXE offers a personalized experience unlike any other on the market today. It allows customers to configure and explore all elements and details of the Italian automaker's luxurious car models during the purchasing journey of the vehicle.

It's about giving people an immersive and personalized shopping journey and an unforgettable digital experience—and it's helping to build unique and memorable connections between the brand and the customer. MXE takes the concept of the digital twin and transforms it into a luxurious digital experience on par with the Italian automaker's real-life products and services.

An MXE is available at points of sale at the Maserati Showroom in Modena, Italy, across Maserati dealerships and even in the customer's home via a simple-to-use web app that is connected to MXE and allows the customer to see the car configuration at the dealership site. Users can interact with a selection of Maserati car models within multiple 3D environments—MXE uses real-time 3D models that provide an in-depth look at different car models, exterior paint colors, wheel rims, brake calipers, seat materials and colors, trim and other options, offering an easy way to try out different color and option combinations in an instant.

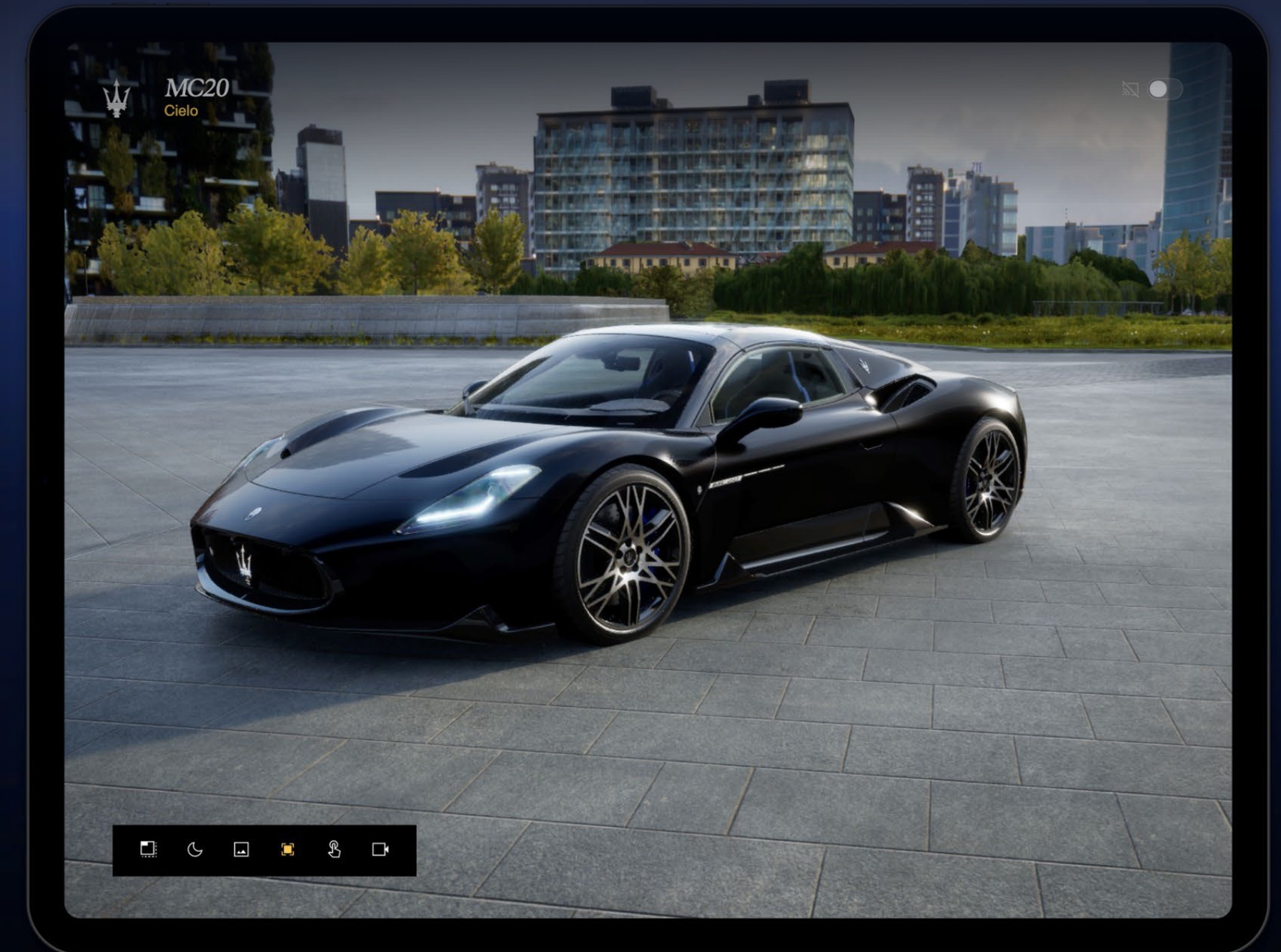
There's a wide range of configuration options available within MXE and the selection of available car models is always growing.

MXE provides X-Ray, Fallback and Full view modes to give a complete view of the car's configuration. X-Ray allows customers to look inside the car and see its mechanical components, Fallback can focus on specific details like rims or the steering wheel, while Full provides a 360-degree view of the car exterior. The Full view mode can also run specific animations so customers can see what their car configuration looks like with the doors and trunk open or closed.

They can also view the configuration in three exclusive crafted environments (Outdoor, Indoor, and the showroom-style Limbo environment) and choose between day and night lighting. Similar to the most immersive racing video games available today, it shows the customer how their car will look at different times of day and in different locations using stunning visuals that seem real. Customers who visit dealerships can enjoy amazing visual quality through a dedicated MXE area, which features tablets for configuring the car plus 4K TV screens to view their creations on.

"During 2022, we established MXE as our new 3D real-time configurator, and in the near future, we will add a new set of stunning features that will give customers even more control over their car creations. These exciting new features are just some of the many new capabilities we are keen to create."

DAVID PHILIP MATTINGLY
Head of Digital and CRM, Maserati





A valuable difference

Luxurious and immersive experiences, always-fresh content

MXE has transformed the customer experience by making car configuration easier and more enjoyable than ever before. We've helped Maserati give people a reason to be excited about visiting any one of the 400 dealerships, as they'll now be able to simply create digital representations of the cars of their dreams using one of the world's most powerful gaming engines.

"We've also built a single source of truth for the creation of many different forms of content such as digital media, brochures, videos and more. Whereas before, Maserati produced content in a traditional sense, the company now has access to an ever-growing library of digital content and the ability to show over 1 billion different car configurations that will be produced in real-time by the Unreal Engine whenever a user engages with MXE. The continually fresh content will help attract new customers and keep existing customers engaged and up to date with the company's latest marketing campaigns.

Additionally, MXE features an analytics tool to collect data from the configurator and generate insights for sales and marketing.

Customers are also added to Tridente, an integrated membership program that offers exclusive access to Maserati content, product previews and luxury experiences such as a Fuoriserie private consultation with Maserati's Head of Design. It connects new and existing customers to a global community of Maserati enthusiasts and keeps them up to date with the latest news and products from the luxury Italian automaker.

Thanks to MXE, Maserati has completely transformed how it interacts with customers and sells its luxurious cars. MXE will continue to be a driving force for Maserati as it enters a new age of digital excellence—and we'll be there for the entire journey.

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