

Davide Baldini on Maserati’s off-menu cars

Posted on November 19, 2026 by Alina Trabattoni

MODENA — Davide Baldini heads Fuoriserie, the Maserati programme that turns a client’s visions into reality through paint, leather, and stitching at the Viale Ciro Menotti plant in Modena. His newest one-off, a GT2 Stradale honouring the MC12 racer, was shown at a concours near Florence on October 16 to 18, 2026.

Baldini joined Maserati in 2007 and ran parts and service for Asia Pacific from Tokyo before taking over personalisation.

How do you explain Fuoriserie abroad?

Imagine dining at Massimo Bottura’s, or any starred restaurant. They have a menu, and then the off menu, where they play even more with the ingredients. Fuoriserie is Maserati’s off menu.

Who builds these cars?

We have dedicated engineering, 10 people who develop only for Fuoriserie, interiors, exteriors, colours, badges, and embroidery. A design team of five works in Turin for Maserati and Fuoriserie. We even have our own finance.

What does personalisation cost?

In the catalogue, from about €500 for a single badge to around €20,000 for the most expensive exterior colour. With bespoke, clients can add €100,000, €150,000, even €200,000.

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Grecale, GranCabrio, Baldini with Fuoriserie colour samples (*Credits: Maserati, Italy Now*)

Even the soft tops?

We were the first to present a personalised soft top, designed however the client wants. It is not painted, not stickered. With a specialist supplier, we work on the weave of the multilayer fabric.

What was your longest build?

A standard order takes three to four months, Fuoriserie from five to 24. One Italian client wanted a livery inspired by Kandinsky, each side different. Painting alone took more than six months, and he came every day to see his car. He describes them as two wonderful years.

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Maserati MCPURA (*Credits: Maserati*)

What if a client wants fuchsia?

It can happen. Then we offer a reinterpretation, an aubergine shade with purple inside it, but with a very Italian elegance.

Do you talk to your Motor Valley rivals?

I went to Ferrari and they showed me their processes and helped me improve mine. They will never show me how a V12 is built. But on how to satisfy the client, there is full sharing.

Whom do you admire?

On materials and product offer, I think Bentley has the best personalisation programme.

How has Maserati's Fuoriserie fared over past years?

Bespoke kept growing. Our clients increased their spending instead of reducing it.

Where are your clients?

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Italy, the United States, Switzerland, the UK, Japan, and Israel. Wherever there is a culture of collecting and personalisation.

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