



Project M – Revisiting the past in style

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The Restomod project created by **MAGGIORE** to revisit past styles through new technology is called **Project M**. It is a car without compromise, that focuses on the pleasure of old-fashioned driving, for enjoyment as well as to drive safely on everyday roads today, and in the future.

Founded in 2019 by **Gianluca Maggiore, MAGGIORE S.r.l.** is a new business whose head offices are in Forte dei Marmi, operating in the field of the creation of unique or limited series vehicles, conceived using special methods to allow for the greatest scope for personalisation and the *allure* that industrial products can no longer convey. The network of consultants and suppliers who are involved in the **Maggiore** projects are the stalwart spine of the Tuscan brand, providing avant-garde technical solutions and quality materials that underline their top-of-the-range work at all project stages. **Maggiore** benefit from the consultation of important designers which provide their ventures with a unique touch, thus providing clients with exceptional personalised solutions strong in identity.

Project M is the first *Restomod* project for this new venture. It is a reinterpretation of a historic car created using a Ferrari 308 as a donor car, which has been completely modified both aesthetically as well as mechanically. **Maggiore** were strongly inspired by the original Prancing Horse model for their revisitation with a modern twist, without however distorting its original stylistic features and the historical context from which this legend on four wheels was conceived by the Maranello stables. The car's restyling has involved each part of the bodywork, that has been completely redesigned and built in carbon fibre, and all its mechanical parts have been redesigned and/or refurbished as new to guarantee a unique driving experience. The power of the engine has been upgraded, whilst maintaining its original characteristics, and it has been improved in terms of road handling, strength and fuel consumption, while all the other mechanical components have been completely enhanced. Even the interior has been submitted to a complete restyling in keeping with the vintage atmosphere from the 70's and 80's but using innovative elements and materials, from carbon fiber to leather to Alcantara suede, to details in marble, a subtle homage to the origins of the Tuscan company.

The **Project M** arose from a passion for cars and Design, and from *Gianluca Maggiore's* desire to drive an icon from his childhood but with the safety features and solutions provided by modern technology. It is not a simple exercise in style or a modern twist of fine-tuning, but rather a reinterpretation of classic styles that have made this car famous and immortal, without distorting its character and historic identity. Every small detail has been recreated or modified with new materials and an attention to a design aimed at taking us back to the 80's, embodying the minds of the Ferrari designers and the Pininfarina stylists of the time. The project is a genuine "tribute", not in the sense of nostalgia but rather giving new life to cars that in time might have been relegated to museums or closed in the garages of collectors.

The bodywork of this creation well as the windscreen, the side windows and the whole of the

interior are all original parts of the car that have been completely restored and reconditioned. The most iconic components of the model have been preserved, such as the grilles on the back hood and the front mudguards, the doors with the classic air inlets and general shapes of the interior. The other components have been reviewed and redesigned with profound respect, creating a historic harmony with the original parts while at the same time breathing new life into its general appearance.

The style of the front section has been completely renewed, the increased track width imply new mudguards that redefine the front bumper, which is still familiar but wider and designed to accommodate a sleeker carbon fiber bumper than the original that englobes two latest-generation halogen headlights. The iconic disappearing headlights, which are considered illegal according to modern homologation standards, have been replaced by horizontal LED strips that define the daytime running lights (DRL) and the indicator lights which give the whole "look" of the car a more aggressive aspect. The mudguards on the side, that have been increased in width, together with a carbon fiber side skirt both contribute to the sinuosity of the car and to change the perception of its height from the ground. The famous lateral air inlets have been elongated with the help of a carbon fiber trimming to give the side of the car even more dynamism. 17" alloy wheels in a classic style but that have been custom built for this project allow for a more proportioned general appearance and in line with modern times without seeming excessive. Behind the side glass there is a triangular volume in carbon fiber, in place of the original glass/grille, that includes an extra air inlet which is necessary to allow the more advanced version of the engine to breathe. At the back end as well as at the front, the entire look has been revisited, starting from repropotioned general volumes according to a new general line and enriched by an integrated spoiler that looks as if it had been designed and styled in the 80's. The integration of a spoiler on the side in the shape of a light tick is a tribute and nod to famous Ferrari models of the past. Notes of modernity can be seen in the group of back headlights, made with LEDs and floating elements enclosed in cylindrical supports in carbon fiber that recall the historic style of the car in the shape alone. A carbon diffuser and a new exhaust system in stainless steel in the lower part of the back bumpers evoke and allow us to feel the work that has been put into the engine. The back hood has been redesigned for the project and created in carbon fiber, reusing the original iconic grilles. At the centre of the back hood there is a porthole of cloudy glass, a tribute to the more modern Ferraris, from which you can admire the changes made to the beating heart of this car.

The research into the materials and colours to use was carried out by the *Studio Stefan Scholten*, a Design studio based in Amsterdam with many Italian influences. It was precisely this union of modern Northern European design commingling with Italian culture and Mediterranean styles that inspired us to choose this studio as partner for the development of this project. *Stefan Scholten*, creative director of this project, has decades of experience in product design and has recently turned his work to the automotive sector for the MINI/BMW group. The work carried out on the interior follow the same philosophy as the exterior, with few functional changes to the volume, and an attention to detail and an almost obsessive care in the choice of materials. Carbon fiber, machined aluminium, leather, fabric and even marble define the new door panels, the tunnel and the panel, which has been rendered more linear and conducive to accommodate original and new components in an intriguing fusion. The tunnel maintains the same shape and configuration as the original car but with redesigned and modernized elements for daily and durable use. The door panels are built in carbon fiber and modified for a more modern and functional aspect in terms of modern user-friendliness. The materials used for the interior upholstery and finishing are of the highest quality and entirely customizable according to the client's personal taste. The leather and the fabrics are supplied by *Maharam* the famous US company leader in textiles for over a century and recognised on a global level as lead supplier for Design projects. The vintage atmosphere has

not precluded the implementation of a sophisticated Hi-res sound system, incorporated in the cabin and developed by Delta Sigma, a long-established supplier for car brands of note in limited series. A modern touch can be found in the preparation for a HUD display behind the dashboard that remains hidden so as not to disturb the vintage mood of the car.

To complete the project and in keeping with the philosophy of tailoring and craftsmanship, a package of accessories has been created to complement the car, such as luggage sets, keyrings and wallets and a leather clothing line. These are tailor-made items and therefore made-to-measure for each client by some of the most renowned local craftsmen. As above, these items can be customized to the highest degree.

The project's guiding principle has always been to maintain the authenticity of the original car. Therefore, all the changes made to the mechanical parts have always remained loyal to the original character of the car.

The engine is the historic Ferrari V8 Quattrovalvole with injection system. To guarantee the highest performance with the maximum reliability, the engine has been completely disassembled and all its internal components have been reviewed and/or improved. All the mechanical transformations have been curated by *Italtecnica*, a leader in the field of sports competitions for almost 30 years. The changes aim to giving the engine more power but above all make it fuller even with low rpm to have a particularly pleasant performance for a more edgy use on daily roads, without being exasperated. In keeping the original cylinder/head, it was possible to enlarge the bore to increase the engine capacity to 3146cc. New oversize nodular cast iron liners were developed and combined to new oversized forged pistons that were designed and produced specifically for this use, with graphite coating to improve the wear durability and with a modified head to increase the squish effect and the compression ratio. Oversize new valves have been designed with an optimized profile for greater air flow, combined to new and more powerful camshafts. A new larger butterfly valve has been included and the mechanically controlled fuel injection system is now electronically controlled by a specific control unit to reduce the overall inertia. The exhaust manifolds have been blindfolded for thermodynamic reasons and to give a vintage tone to the engine compartment and the new exhaust is made entirely of stainless steel. To complete the engine compartment a lightweight flywheel has been added to a racing clutch.

Thanks to all these changes the engine has more favourable torque curves and greater power, which brings this configuration to reach a 300HP at 7000rpm and a maximum torque of 300Nm at 5500rpm, with 250Nm already available at 3000rpm.

An evolved version of this engine is already under development, it will have 400HP

The chassis is the same as the donor car's but it has been completely restored. The track width has been widened by 50mm in the front and 100mm at the back. This has been combined to suspension updated with changes to the connection to allow for the use of a braking system with 4 piston calipers from Brembo with radial connections, racing pads and self-ventilating 280mm discs, both at the front and at the back, bringing about an increase of 50% in the braking power with respect to the original system. The car also boasts a brakeforce distributor. To complete the suspension package there is a series of Koni racing shock absorbers with adjustable coaxial springs.

Driving pleasure is guaranteed!

The **Maggiore Project M**, designed and created by **Maggiore**, will be produced in limited numbers and each model will be completed following the specifics provided by each client, making each product truly unique.

For more information please visit **MAGGIORE** at: www.automobilimaggiore.com

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