



*EMPOWERING MINDS,
TRANSFORMING FUTURE*

T R A I N I N G T E N D E R
T E C H N I C A L - E C O N O M I C O F F E R
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2026/2027 PROJECTS – Maserati

QUOTE

We thank you for your request for **SOW - Creation and update of digital training assets 2026-27.**

This offer is intended for the management and development of training courses according to your needs

- Koinè can be the main creative force for the design (graphics and instructional design) and the development of the digital training assets and materials; the WBTs must be engaging and interactive, making use of voiceover and have knowledge checks integrated in the module.
- Koinè can act as the “Lead agency” for the successful design and rollout of the digital training campaign, interacting in this role with various stakeholders
- Koinè can be the main creative force for the design (graphics and instructional design) and the development of the digital training assets and materials; the WBTs will be engaging and interactive, making use of voiceover and knowledge checks integrated in the module
- Koinè can apply all the proper expertise in the field, accumulated through prior working experience with other automotive brands (Stellantis)
- Koinè can create a graphical design that balances effectiveness with the luxury positioning of Maserati, and respects the “Look and feel” of the brand
- Koinè can create a consistent training journey for the training population, in line with Maserati’s strategy and brand communication, by understanding the shared documents, and conveying a clear message to the dealer staff
- Koinè will take into consideration when creating the Master file in EN that the final output will be subject to a translation process to localize the training for different markets, in European and Asian languages, thus the graphical design and spacing used will be carried over to facilitate such activity. The translation process is managed by Maserati Academy and therefore not part of the SoW.

Koinè proposes you the same unitary costs for the activities required already used with all the Stellantis brands.



2026/2027 PROJECTS – Maserati

New web-based courses

Unitary costs for the development of a new WEB based course.

	WBT	Handover MEMENTO	Brand Assessment
KOINÈ' PRICING PER UNIT - PROPOSAL (Euro)	14.000,00	5.000,00	5.000,00

All output materials created by Koinè are subject to approval, both in terms of contents and in terms of graphic layout, by Maserati and its various internal departments. To this end, various approval phases (e.g. approval of the source contents before proceeding with translations) will be scheduled into the Gantt planning for each of the output materials.



2026/2027 PROJECTS – Maserati

New web-based courses - DELIVERABLES

WBTs

- Duration of each WBT module: up to 25 minutes / 70 pages *
- Interactive and engaging web-module, with extensive use of voiceover (real voice or high-end professional computer-generated), making maximum use of the available photo, video and animation assets, as well as custom created and/or stock assets (audio/photo/video)
- Graphic elements coherent with the existing training materials and aligned with the Maserati positioning as well as the brand look and feel valid at the time of content production.
- Tracking of attendance and final test result **
- Publication on Maserati's LMS, compliant with SCORM standards.
- Creation by using the Articulate 360 Storyline package***
- Quality control of the English web-based training module (English language control, user interface, user experience, interactions, navigation) as well as tracking/reporting performance on Maserati Academy LMS portal is responsibility of the supplier.
- Koinè shall interact directly with the LMS administrator for the publication of the web module and for testing and debugging.

Notes:

* The exact duration and/or number of screens for each web-module is to be defined during the development phase of the modules and based on the amount of materials to be included.

** Depending on the training subject, successful course completion by a trainee is to be established by his or her successful navigation through a number of user interactions which form an integral part of the training experience, or final quiz.

*** Maserati Academy reserves every right to request all documents and files related to the creation of the training in object, including but not limiting to: custom created assets, templates, and training source file.



2026/2027 PROJECTS – Maserati

Updating of web-based courses

Koinè proposes the unitary costs for the updating of a WEB based course.

The following quotes are based on the activities of specific roles working in collaboration with Maserati Academy responsible people. Each WBT will have different costs according to the revision required to be defined when starting the project.

	PM – Project manager	ID – Instructional designer	Writer Senior	Writer Junior
KOINE' PRICING PER HOUR PROPOSAL (Euro)	240,00	250,00	200,00	150,00

The average cost of each updated course can be of **7,000.00 Euros**

The scope of the update will involve revisions of the existing visuals and script in collaboration with Maserati training staff. Any change to the script will require a full re-recording of the voiceover (if present) to ensure consistency and coherence of the content.

The current Maserati product-related WBTs were originally developed at the time of each model launch. They will be revised to reflect product evolution by removing information that is no longer relevant (e.g. launch-specific details) and by incorporating features and updates from subsequent model years.

The update may also involve a reorganization of the module structure. For example, content currently distributed across multiple modules for a single model may be streamlined into a smaller number of core modules, complemented by an additional module specifically dedicated to model year updates. Where appropriate, model year updates may also be directly integrated into the revised core modules.

The supplier will independently review and analyze the existing training materials and the provided product information, proactively proposing improvements in line with Academy's expectations. The approach will be highly autonomous, delivering turnkey solutions that go beyond a simple update of existing content. This includes proposing thoughtful enhancements to both content and instructional design, ensuring the training is effective, engaging, and aligned with best practices.

Graphic elements will be coherent with the existing training materials, and aligned with the Maserati positioning as well as the brand look and feel valid at the time of the update.

All updates will be carried out with a holistic view of the product-specific curricula, ensuring that the content remains current, consistent, and as future-proof as possible.



2026/2027 PROJECTS – Maserati

Localisation for USA market

Maserati requires specific localization of the WBTs for the North American market.

These materials will differ from the UK-English materials in the following ways:

The use of US-imperial units instead of standard units for vehicle specifications.

Modifications to specifications and features (including adding, eliminating or modifying certain contents), specific for the North American Market.

The required modifications will be provided to Koinè by the Maserati North America regional office following their review of the source contents.

The related costs depend on the amount of changes requested by Maserati for each WBT.



2026/2027 PROJECTS – Maserati

Input and materials to be provided by Maserati

Maserati will provide to Koinè:

- All available product information (technical, commercial, tools)
- All available product photo and video assets
- Marketing guidelines for what regards the “Look and Feel” and “Tone of Voice” for the creation of contents and graphic layout of the output materials
- Availability for meetings and alignments by videocall with various Maserati stakeholders, subject matter experts (SME) and partners as required.
- LMS access credentials for SCORM modules testing
- Articulate storyline English master files for the update of the requested WBTs



NEW WBTs TIMING

WBT Title	New / update	Topics (TBD)	EN-US Localization required	English master module ETA
Grecale MY27	New	<ul style="list-style-type: none"> · Product updates · Competitors · More TBD 	YES	Week 27 2026
GranTurismo & GranCabrio MY27	New	<ul style="list-style-type: none"> · Product updates · Competitors · More TBD 	YES	Week 27 2026
Italian terms & culture	New	<ul style="list-style-type: none"> · Vocabulary · Maserati Positioning · More TBD 	NO	Q4 2026
Modena & the Motorvalley	New	<ul style="list-style-type: none"> · Maserati Positioning · Heritage · More TBD 	NO	Q3 2026
Maserati DNA and Brand Values	New	<ul style="list-style-type: none"> · Brand Vision, Mission, Values · Positioning · More TBD 	NO	Week 27 2026
Aftersales Customer Journey, Module 1, 2	New	<ul style="list-style-type: none"> · Customer Journey · CX Guidelines · Aftersales processes · More TBD 	YES	Q3 2026
Maserati Customer Satisfaction Vision	New	<ul style="list-style-type: none"> · CS Strategy · More TBD 	YES	Week 30 2026

The detailed timing of various milestones and output is to be agreed and coordinated between Maserati and the Supplier at the start of the project and updated as needed during its rollout.

Koinè will provide detailed Gantt plannings for the various projects and frequent alignments with Academy regarding the timing and the work progress.



WBTs updating TIMING

Maserati History & Heritage	Update		Localization required	English master module ETA
Introduction to e-Mobility, Module 1,2	Update		YES	Q3 2026
E-Mobility Services & Charging Solutions	Update		YES	Q1 2027
Maserati Connect	Update		YES	Q2 2027
Grecale Product Training, Module 1, 2, 3	Update		YES	Q3 2026
Grecale Folgore	Update		YES	Q1 2027
Maserati Approved – Sales Approach	Update		YES	Q2 2027
Maserati Approved – How to Manage and Activate a Certified Pre-Owned Vehicle	Update		YES	Q2 2027
MC20 Product training, Module 1,2	Update		YES	Q3 2026
GranTurismo & GranTurismo Folgore, online product training module 1	Update		YES	Q4 2026
GranTurismo online product training,module 2,3	Update		YES	Q4 2026
GranCabrio online product training	Update		YES	Q4 2026
Fuoriserie, Module 1,2	Update		YES	Q4 2026

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Koiné will provide detailed Gantt plannings for the various projects and frequent alignments with Academy regarding the timing and the work progress.



THANK YOU FOR YOUR ATTENTION