



4C

PURE PASSION



ACADEMY

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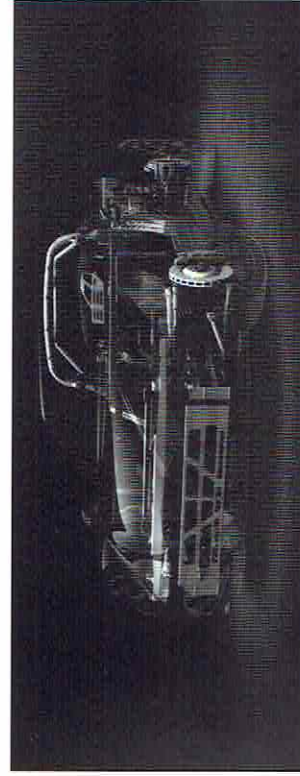
EXPERIENCE 1:

ALFA ROMEO PASSION

Alfa Romeo Brand Pillars



Italian Style – Above all and always, unmistakably Italian



Lightness and Efficiency – Unnecessary weight and waste detract from beauty, style and performance



Dynamism – Channeling energies for control and unfiltered driving pleasure

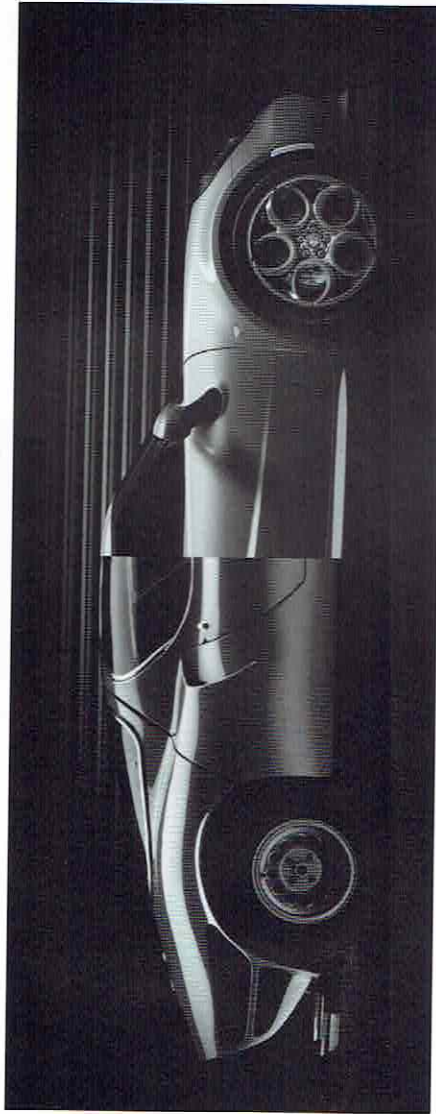


Advanced Technology – Invention is the heart of giving the driver more



Alfa Romeo Heritage

Experience 1



- The 4C is a direct descendant of 100 years of Alfa Romeo history and heritage
- This is evident in the way the 4C design reflects that of the renowned **1967 Tipo 33 Stradale**, one of the most famous sports car designs
- Understanding the Alfa Romeo brand necessitates an understanding of its heritage, particularly its motorsports legacy

NOTES

EXPERIENCE 1:

ALFA ROMEO PASSION

Alfa Romeo Heritage



1910

- A group of entrepreneurs and businessmen acquired Società Italiana Automobili Darracq, the Italian branch of the French car maker, along with its Portello workshops located on the outskirts of Milan
- The new company, ALFA (**Anonima Lombarda Fabbrica Automobili**), was officially established in Milan on 24 June and was the direct predecessor to Alfa Romeo

The legendary Alfa logo was established – “ALFA” written over the top and “MILANO” underneath, with savoy knots separating them:

- **Savoy knots** – royal knots associated with the Savoy family, an Italian royal family
- **Red cross on white field** – symbol of Milan’s (and Italy’s) most important family
- **Visconti family coat of arms** – symbol of Milan’s (and Italy’s) most important family
- **Human emerging from animal’s mouth** – symbolizing rebirth; “a new man”

While the logo has evolved, all elements except for the savoy knots remained part of the logo to this day.



1910

2014

Visconti family coat of arms

Savoy knots

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Alfa Romeo Heritage

1910/1911

- **24 HP** – the first car to carry the ALFA badge, its advanced engineering, performance and driving pleasure were second to none
- **15 HP** – derived from the 24 HP, it delivered 45 horsepower and featured other improvements
- At that time, and for many years after, ALFA was just as well-known for building aircraft and aircraft engines as it was for vehicles



1910 24 HP



1911 15 HP

For the aficionado:

The "HP" designation in the 24 HP vehicle did not stand for "horsepower." Rather, "HP" was an Italian taxation classification of the time. The 15 HP almost won the grueling Targa Florio race in its first year, a stunning achievement for any new racing entry of the day. In the era before mass-market advertising had evolved, winning races was extremely important to automotive manufacturers because it was how they touted their regular production vehicles and sold them to the public.

1915

- Nicola Romeo, a Neapolitan (from Naples, Italy) engineer and entrepreneur, acquired the ALFA company. Alfa Romeo was born, sporting Nicola's surname on the logo
- The outbreak of World War I led to the temporary halting of automotive production and expansion and conversion of the plan to war production. As a result, the first vehicle branded as an Alfa Romeo, the Torpedo 20/20 HP, was not released until after the war, in 1919

Nicola Romeo (center)



Alfa logo, circa 1915

Alfa Romeo Heritage

The Legend Of The Four-Leaf Clover

1920s

- Alfa Romeo's first big racing win after WWI came at the 1923 Targa Florio with the RL TF driven by Ugo Sivocci
- This also marked the debut of the Quadrifoglio (four-leaf clover) that was painted on the hoods of its racing vehicles for good luck
- Alfa Romeo went on to establish itself as a premier motorsports company, winning the Targa Florio 10 more times, along with numerous racing championships
- Today, the four-leaf clover designates an Alfa Romeo racing version of a production, roadgoing vehicle. In this way, the Alfa Romeo Quadrifoglio designation is very similar to the MC designation of Maserati vehicles, the Abarth version of FIAT vehicles or the SRT versions of Chrysler vehicles.



Ugo Sivocci



RL Targa Florio



Quadrifoglio

NOTES



1911 15 HP

er)



Alfa logo, circa 1915



Alfa Romeo Heritage

The Alfa Romeo Legend Grows - 1930s

- Racing activities were entrusted to Enzo Ferrari's racing team division, Scuderia Ferrari
- Alfa Romeo went on to win more races than any other manufacturer in 1934

Scuderia Ferrari Racing Division



"I feel for Alfa the same tenderness one feels when remembering his first love." - Enzo Ferrari

Alfa Romeo Heritage

Alfa Romeo produced many legendary vehicles throughout the 1930s. Some of these remain the most highly revered, collectible vehicles in history, including the 6C 1750 Gran Sport and 8C 2300 Tipo Monza



1930 6C 1750 Gran Sport



1931 8C 2300 Tipo Monza

For the aficionado:

- Races like the Targa Florio were long, grueling endurance competitions renowned for making legends of many of their drivers
- In order to win races such as these, Alfa Romeo vehicles had to possess much more than simply power and speed. Endurance, lightness and efficiency, agility in turns or on rough surfaces (dynamism) were all equally essential to race success

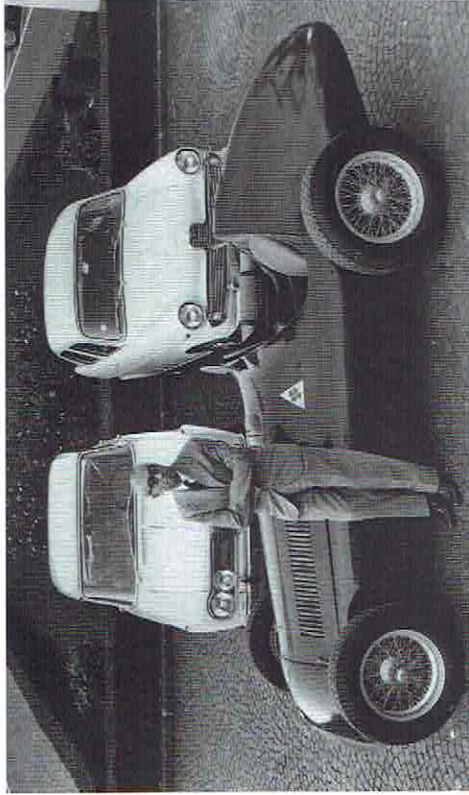


Enzo Ferrari

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Orazio Puliga posing with a Tipo 158 Alfetta



Restoring The Glory 1940s and 1950s

- Alfa Romeo design head Orazio Satta Puliga sketched the famous 1900 in 1950
- Puliga also famously defined the brand along the lines of lifestyle, passion and emotion

"Alfa Romeo is a particular way of living, of experiencing an automobile. The real essence of Alfa defies description. It can be compared to those irrational movements of the spirit that sometimes occur in man, and for which there is no logical explanation. We are in the realm of sensations, passions, things that have more to do with the heart than with the head."

Orazio Puliga: Defining Alfa Romeo's Character

NOTES

Alfa Romeo Heritage

Continued Racing Success - 1950s

- 1950 – Alfa Romeo exerted its Formula 1 dominance, winning the World Championship with Nino Farino behind the wheel of the Tipo Alfetta 158 engine ever made, won the company its second consecutive championship in the Tipo 159 Alfetta
- Alfa Romeo retired from Grand Prix competition, but the legend of the Tipo 158/9 remains intact to this day

Postwar Innovations

Alfa Romeo quickly became known as an innovator, inventing new technologies and applying its newfound insights into production, materials and design.

- 1950 Alfa Romeo 6C Super Sport Villa d'Este – featured an innovative steering wheel-mounted gear shifter, a forerunner of the wheel-mounted shifters found on the 2015 Alfa Romeo 4C
- 1950 1900 – the first Alfa Romeo with a monocoque body shell



6C Super Sport Villa d'Este



1900 monocoque body

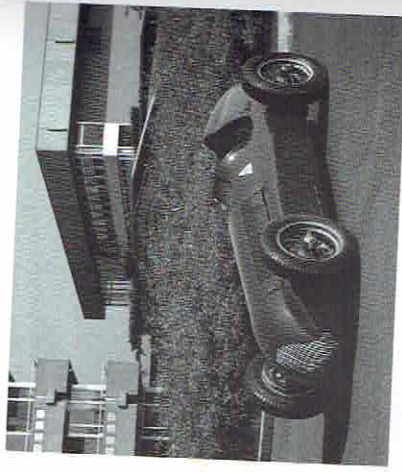


1900 assembly line



Giulietta engine

Tipo 159 Alfetta



- 1950 1900 and Giulietta – the first Alfa Romeos completely manufactured on an assembly line
- 1954 Giulietta – the first standard Alfa Romeo car with an all-aluminum twin-cam engine



sights into

completely

with an all-



1956 Giulietta Sprint Veloce



1952 1900 T.I.



Rita Hayworth with an Alfa Romeo

For the aficionado:

Rita Hayworth was one of the most famous and glamorous Hollywood stars of her day, and was known as both a dancer and a film actress.

Alfa Romeo Heritage

Restoring the Glory - 1950s

- Although Alfa Romeo was seen as an aspirational brand, the Giulietta and 1900 brought Alfa Romeo into mass production and helped establish Alfa Romeo as a major automaker
- Alfa Romeo also became a part of the postwar popular culture, as it was often associated with the wealthy and famous, including some of Hollywood's elite
- The prominence of leading females such as Rita Hayworth helped establish the Alfa Romeo as a brand that appealed to women as well as men
- In addition, the fact that numerous vehicles featured female names, such as Giulietta and Giulia, also helped broaden Alfa Romeo's appeal among women

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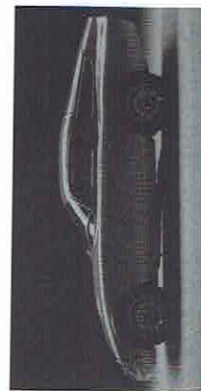


Alfa Romeo Heritage The Glory Years - 1960s

- Alfa Romeos were now sold worldwide, and the success of the Giulia and related models allowed Alfa Romeo to expand, opening a new plant in Arese in the early part of the decade
- The Giulia and its spinoffs — including the Giulia Sprint GT, 1600 Spider Duetto and the 1750 in saloon, coupe and spider versions — reached the 1 million-unit milestone
- 1962 Giulia — one of the first mainstream production cars to expertly combine a powerful engine and a lightweight chassis and body
- 1966 1600 Spider Duetto — became an instant classic due to its timeless design and cameo appearance in the 1967 Dustin Hoffman film, "The Graduate"
- 1967 Tipo 33 Stradale — the mid-engine, rear-wheel-drive sports car is widely regarded as one of the most beautiful cars of all time and has become one of the most coveted among car collectors

For the aficionado:

- Alfa Romeo often employed independent designers, or coachbuilders such as Zagato or Bertone, to help create some of their most famous designs
- One of the most famous among them is Pininfarina, an Italian coachbuilder based in Cambiano, Italy
- The Duetto is one of the most famous and recognizable Pininfarina designs produced by Alfa Romeo



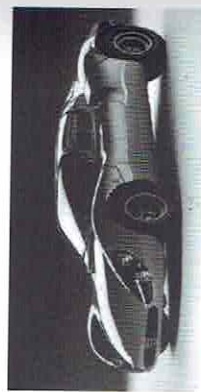
Giulia TZ



Giulia



1600 Spider Duetto



Tipo 33 Stradale

Alfa Romeo Heritage 1970s

Several popular production Alfa Romeos debuted, featuring lightweight and responsive performance:

- **1972 Alfasud** – an entry-level compact that boasted a flat-4 boxer overhanging front engine
- **1977 Alfetta** – offered a longitudinally mounted front engine with a rear-mounted clutch and transmission for improved weight distribution
- **1974 Alfetta GTV 2.0** – a sportier, coupe version of the Alfetta, featuring a larger engine
- **1977 Giulietta 1.6** – compact sports sedan that shared a name with the Giulietta of the 1950s but represented a clean-sheet approach



A new decade of racing championships

Alfa Romeo maintained its racing presence throughout the 1970s, with notable vehicles winning a host of prestigious races.

- 1970 1750 GTAm – took home numerous championships during the decade
- 1970-1971 European Touring Car Championship (drivers)
- 1971 24 Heures de Francorchamps (class)
- 1973 6 Hours of Nürburgring
- 1974 Venezuelan Special Touring Car Championship
- 1977 World Sports Car Championship
- 1977 33 SC 12 Sovralimentata – marked a new era of racing for Alfa Romeo, winning the 1977 World Sports Car Championship



Alfasud



Alfetta

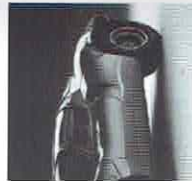


Alfetta GTV 2.0



Giulietta 1.6

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Alfa Romeo Heritage 75 Years and Going Strong

- **1983 33** – a decidedly modern line punctuated the design, while the hatchback body style suited the needs of myriad owners
- **1984 90** – came with an optional V6 engine featuring a sophisticated electronic injection system
- **1985 75** – the last rear-wheel-drive Alfa of the 20th century, it commemorated Alfa Romeo's 75th anniversary and sported original, modern styling and high performance
- In 1986, Alfa Romeo was acquired by FIAT Group; the company was merged with Lancia, creating Alfa Lancia Industriale S.P.A. This began the modern history of Alfa Romeo, leading up to the brand's North American relaunch today

NOTES



33 1.5 Quadrifoglio Oro



Alfa Romeo 90



Alfa Romeo 75



FIAT Group

Alfa Romeo Heritage

The Modern Alfa Romeo Era Begins - 1990s

Experience 1

A new decade brought a fresh new crop of shapely, exciting products from the Alfa Style Center:

- **1992 155** – featuring front-wheel drive and an independent rear suspension
- **1992 164 QV** – The 164 was a Pininfarina design targeted at the upscale segment of the market. The QV designated a “Quadrifoglio Verde” or racing version of the 164
- **1995 GTV/GTV Spider** – its aggressive elegance reflected the best Alfa Romeo traditions and was unrivaled by the competition
- **1997 156** – its revolutionary design and technical innovations helped it claim European Car of the Year honors in 1998 and re-established Alfa Romeo as the trailblazer it is
- Despite ceasing exports to the U.S. market in the middle of the decade, Alfa Romeo’s brand allegiance continued unabated

NOTES



155 Q4



164 QV



GTV Spider



156





Alfa Romeo Heritage

New Millennium, Fresh New Thinking - 2000s

Alfa Romeo continued to launch successful products in its native European market:

- **2001 147** – another European Car of the Year winner, it was the first Alfa Romeo to feature dual-zone climate control and electronic traction control
- **2006 8C Competizione** – a high-performance, V8-powered coupe, it featured remarkable styling to match its performance credentials. Only 500 were made, contributing to its status as an “instant classic”
- **2008 8C Spider** – mechanically identical to the 8C, its design served as a precursor to the 4C
- **2009 Giulietta** – the modern-day successor features a hatchback body style and unmistakable Alfa Romeo design D.N.A.

For the aficionado:

- The racing version of the 147 won the FIA (World Touring Car) Championship in 2001
- While approximately 100 8C's were sold in the U.S., there were no Alfa Romeo dealerships established or open in the U.S. market at that time
- The availability of the 8C stateside led some Alfa Romeo fans to speculate that it signaled the brand's imminent return to the market
- These fans were no doubt disappointed when Alfa Romeo's long-awaited U.S. return didn't come to pass at that time



147



8C Competizione



8C Spider



Giulietta

Alfa Romeo In Pop Culture 2000s

Experience 1

The Alfa Romeo mystique remained as strong as ever, with a number of the brand's products appearing in major motion pictures as well as highly popular video games:

- **"Quantum of Solace"** – featured a 159 in an intense shootout/chase scene
- **"Rush"** – used a Spider for an unforgettable chase scene
- **"Forza Horizon 2"** – the 8C played a prominent role as one of the most sought-after vehicles

NOTES

For the aficionado:

- The movies mentioned above represent but a sampling of movies featuring Alfa Romeos
- Other famous film appearances include an unforgettable scene in Francis Ford Coppola's 1972 masterpiece, *The Godfather*, in which an Alfa Romeo is literally blown up as an act of gangland revenge



159 in "Quantum of Solace"



Spider in "Rush"



8C in "Forza Horizon 2"

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4C PURE PASSION

Alfa Romeo Today Passion In Action - 2010s

Experience 1

- Marks a turning point for the brand, with a U.S. reintroduction and a global resurgence
- Starts with the stunning new Alfa Romeo 4C Sports Coupe, which embodies the company's rich heritage and tradition
- Alfa Romeo's future product rollout is critical to Fiat Chrysler Automobiles' (FCA) 5-year growth plan, with 8 models in the pipeline, a planned \$7 billion investment and a goal of 150,000 sales by 2018

FUTURE PRODUCT PLAN

INCLUDING HIGH-PERFORMANCE VERSIONS



2016-18

Q4 2015

CURRENT

MID

COMPACT

SUB-COMPACT

SPECIALTY

UVs

FULL-SIZE

MID-SIZE

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Future product plan

For the aficionado:

- The 4C is sure to attract a lot of attention and interest. Many customers may not buy a 4C but will stop by to ask about the 4C and the Alfa Romeo brand
- But while they aren't there to make an immediate purchase, they're likely to return to your showroom in the near future
- So take advantage of the opportunity to get to know them and establish a rapport with them. Doing so will help build your relationship, positioning you for future sales

Alfa Romeo Today

Passion In People - 2010s

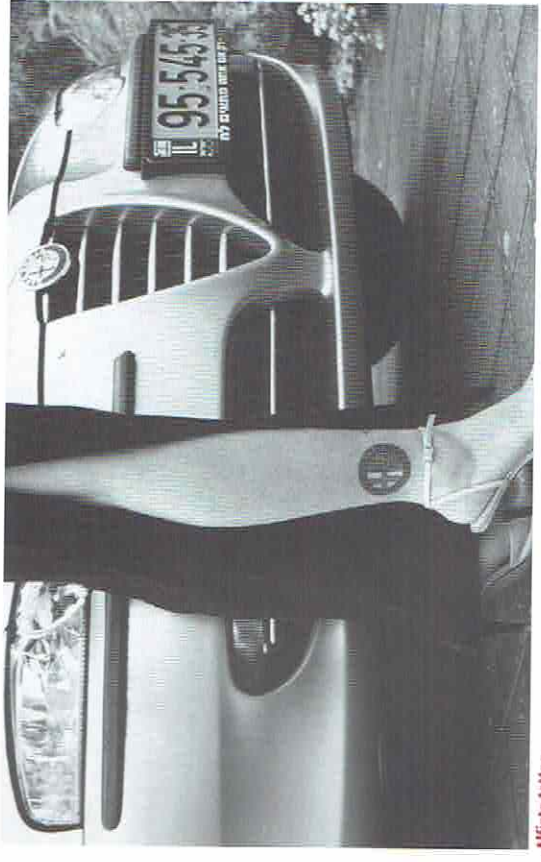
- Our customers remain as passionate as ever about Alfa Romeo and its future
- It's this passion that will be pivotal to the successful launch of the 4C and upcoming products
- There are Alfa Romeo enthusiast clubs and groups across the U.S.; it's a great opportunity to connect with them



2015 Alfa Romeo 4C Sports Coupe

4C high-level overview - 2010s

- Mid-engine, rear-wheel drive compact supercar
- Handcrafted in Maserati's Modena plant
- New 1750 cc turbocharged, direct-injected, all-aluminum engine
- New Alfa D.N.A. Drive Mode Selector with Race Mode
- Carbon-fiber monocoque chassis – a feature typically reserved for high-priced exotics
- Alfa Twin-Clutch Transmission (TCT) with Launch Control feature



Alfista tattoo

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Alfa Romeo Today Spreading the Word

Experience 1



www.socialnetwall.alfaromeo.com

- Social media is playing an increasingly important role in getting the word out and building interest and enthusiasm for the Alfa Romeo brand
- Sites such as Facebook, YouTube, the European-based SocialNetWall and more, are great repositories for all kinds of Alfa Romeo history, discussions and current events
- The SocialNetWall is particularly helpful, as you'll find collectors, events, car shows, race summaries and all kinds of interesting information that can help keep you "in the know" with the Alfa Romeo community

How will you engage with Alfa Romeo fans until more products are in your showroom?

The 4C Customer

The 4C Customer Profile:

- Affluent, upper income
- Often collectors, likely to own multiple cars, passionate enthusiasts
- Highly knowledgeable
- More often male



Premium Luxury vs. Premium Performance Buyers:

Premium luxury buyers

- Luxury, comfort and convenience
- Quiet, smooth ride and handling, infotainment
- Likely to use for regular transportation

Premium performance buyers

- Advanced performance, dynamic handling, design
- High-tech materials and components
- Does not intend to use for daily needs

4C P U R E P A S S I O N



A Pure Performance Experience

The 4C was designed from conception to meet extraordinary, extreme mechanical and functional requirements while delivering Alfa Romeo's trademark blend of style and performance.

Experience 2



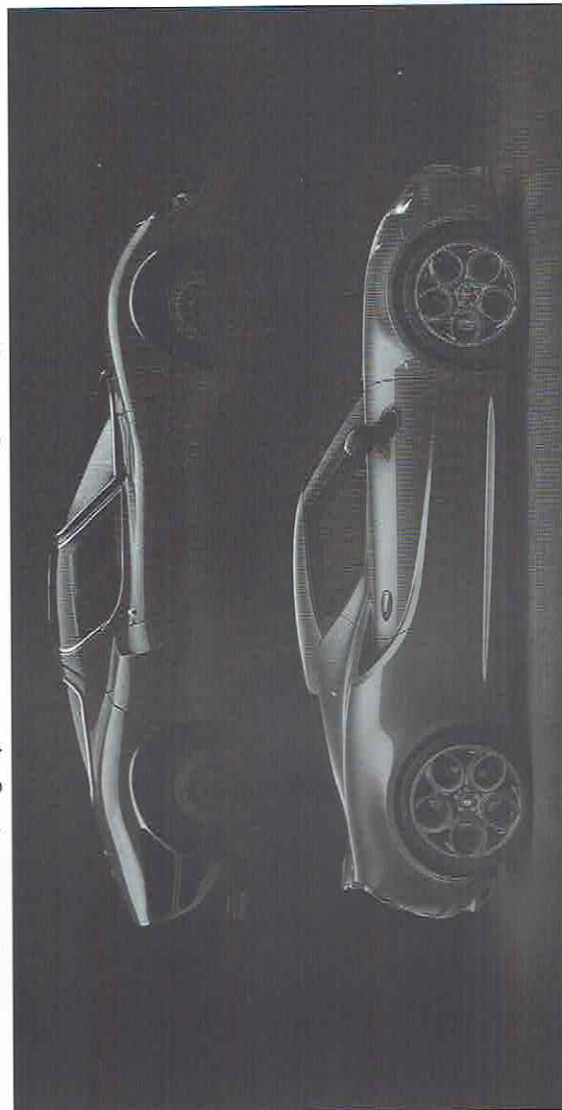
A Legendary Lineage

- The 4C's design was inspired by the breathtaking 1967 Tipo 33 Stradale
- Evident in the perfect, performance-oriented proportions: dramatically short front/rear overhangs, aerodynamically and dynamically optimized dimensions, and more
- A technological tour de force – composite body, state-of-the-art carbon fiber and aluminum structure, high-performance turbocharged engine

Praise for Passion

"What a pretty car this is, from the plunging neckline of the front grille to shapely hips that could only come from Italy. ... somehow, you just know it's something a bit rare – like a celeb in a room of nobodies."

– Top Gear UK



Alfa Romeo 4C Immersion

Italian Style

Front End

- Famous Alfa Romeo badge – instantly identifies this as a legitimate sports car
- Classic, unmistakable V-shaped grille – catches your eye and leaves no questions about the car's sporting intentions
- Functional air intakes – aid aerodynamic efficiency
- Dramatic headlight pods – built with carbon-fiber bezels and feature 4C badging
- Available Bi-xenon headlamps with LED illuminated daytime running lights – provide bright, consistent lighting

For the aficionado:

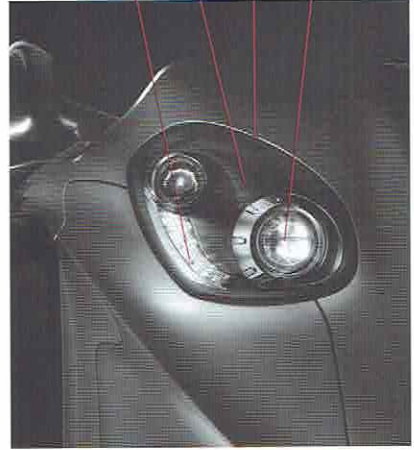
- Many Europeans refer to the front hood as the "bonnet" and the rear trunk lid as the "boot"
- For the 4C, the front hood is correctly called a "bonnet" while the rear "boot" is called the "decklid"



ALFA BADGE

AIR INTAKE (LAUNCH EDITION)

V-SHAPED GRILLE



LED DRLs

4C BADGING

LIGHT POD

AVAILABLE BI-XENON HEADLIGHTS

Alfa Romeo 4C Immersion Italian Style

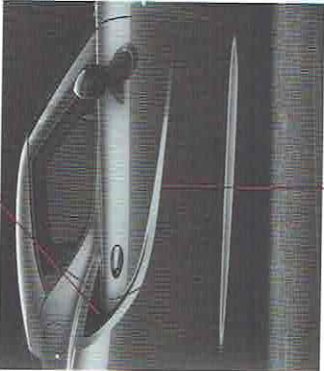
Driver Side

- Side mirrors – electronically adjustable with defrost
- Aerodynamic shape – guides airflow to the side intake vents
- Side air intake vents serve a critical functional purpose
 - Driver-side air vent – directs air to the dual-core intercooler (cools air from turbo)
 - Passenger-side air vent – serves a dual purpose: funnels air to the exhaust manifold to help keep engine bay at optimal operating temperatures and guides fresh, cool air directly to the engine air intake

SIDE MIRROR WITH AVAILABLE CARBON-FIBER TRIM



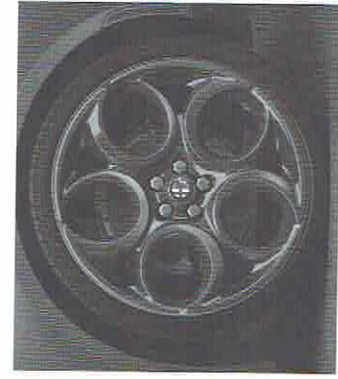
SIDE AIR INTAKE VENT



AERODYNAMIC, FLOWING SHAPE

Wheels

- Standard 17" front and 18" rear wheels – Using larger rear wheels adds to the visual solidity of the rear
- Available 18" front and 19" rear wheels
- "Five-hole" wheel style reflects Alfa Romeo heritage and contributes to the car's "track ready" looks





Alfa Romeo 4C Immersion Italian Style

Front End

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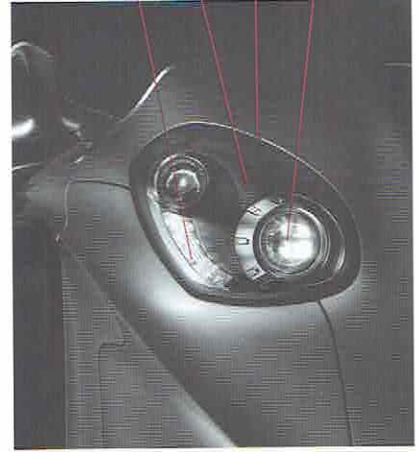
- Many Europeans refer to the front hood as the "bonnet" and the rear trunk lid as the "boot"
- For the 4C, the front hood is correctly called a "bonnet" while the rear "boot" is called the "decklid"



ALFA BADGE

AIR INTAKE (LAUNCH EDITION)

V-SHAPED GRILLE



LED DRLS

4C BADGING

LIGHT POD

AVAILABLE BI-XENON HEADLIGHTS

Alfa Romeo 4C Immersion Italian Style

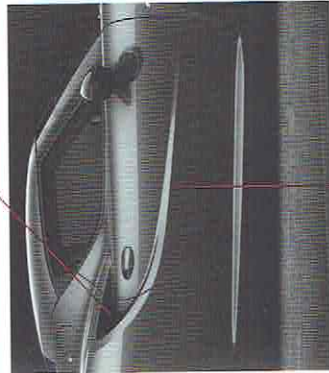
Driver Side

- Side mirrors – electronically adjustable with defrost
- Aerodynamic shape – guides airflow to the side intake vents
- Side air intake vents serve a critical functional purpose
 - Driver-side air vent – directs air to the dual-core intercooler (cools air from turbo)
 - Passenger-side air vent – serves a dual purpose: funnels air to the exhaust manifold to help keep engine bay at optimal operating temperatures and guides fresh, cool air directly to the engine air intake

SIDE MIRROR WITH AVAILABLE CARBON-FIBER TRIM



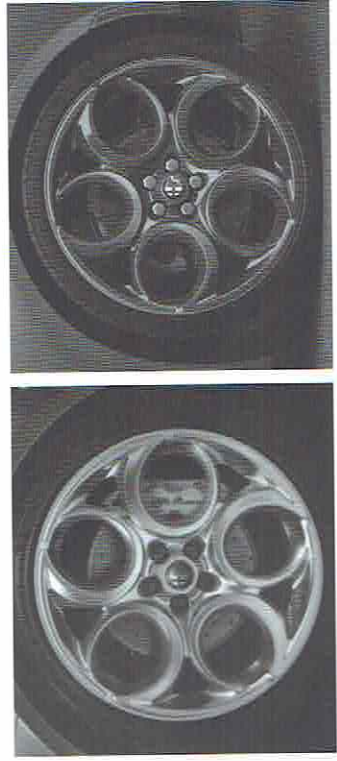
SIDE AIR INTAKE VENT



AERODYNAMIC, FLOWING SHAPE

Wheels

- Standard 17" front and 18" rear wheels – Using larger rear wheels adds to the visual solidity of the rear
- Available 18" front and 19" rear wheels
- "Five-hole" wheel style reflects Alfa Romeo heritage and contributes to the car's "track ready" looks



LED DRLS

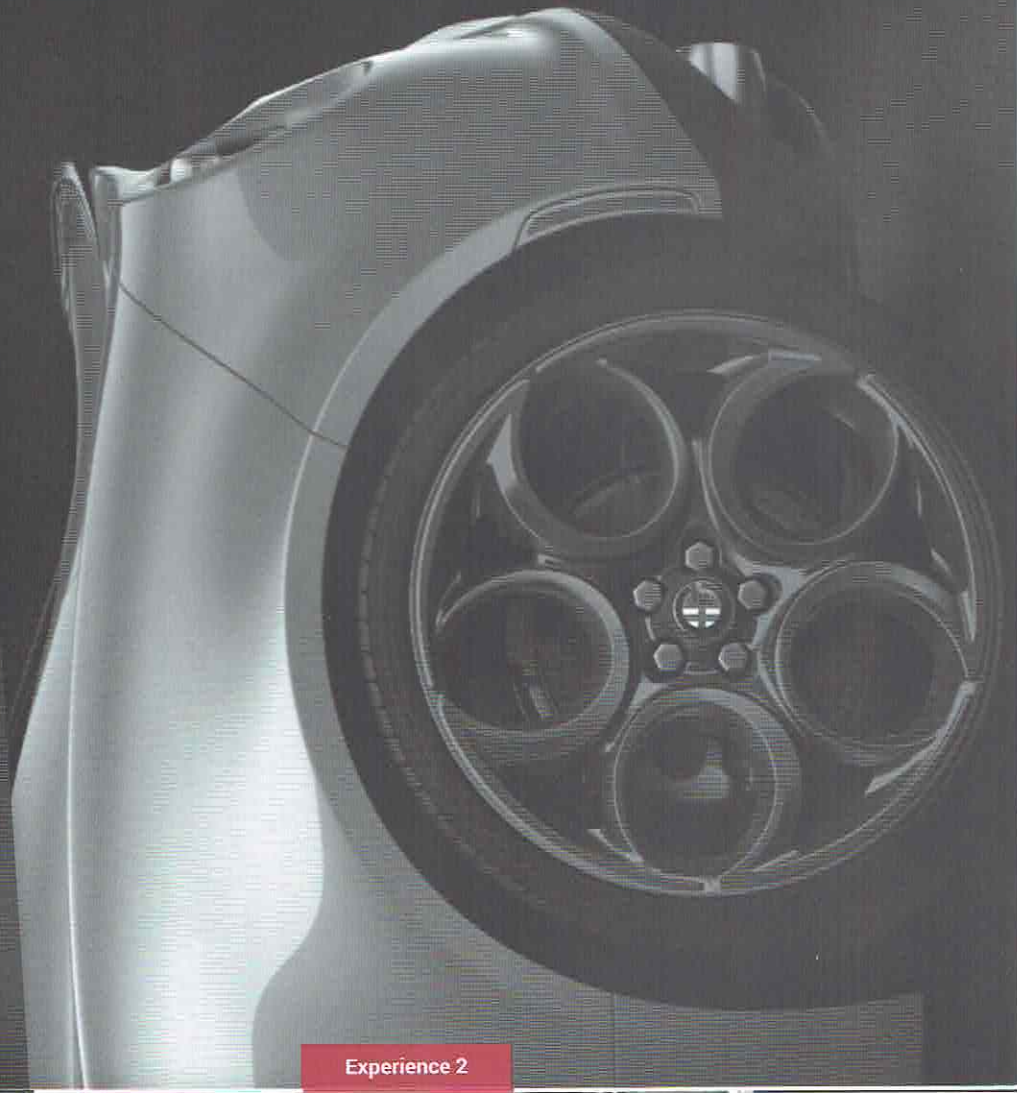
BADGING

LIGHT POD

AVAILABLE
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4C PURE PASSION



Experience 2

For the aficionado:

- The significance of the "five-hole" wheel design comes from Alfa Romeo's history of using this shape
- In the old days, wheels were built with wooden spokes. Alfa Romeo engineers, seeking a lighter design, began using metal spokes covered with hemispherical caps. Increasingly faster race cars necessitated light alloy wheels such as those used on famous Alfa Romeo of the 1960s and 1970s
- Eventually, the spoke design gave way to the signature round holes in the wheels, which help keep weight down and improve airflow
- Various interpretations of this look can also be seen on the current Alfa Romeo Giulietta

EXIT VENTILATION



REAR
DIFFUSER

SPORT-TUNED
EXHAUST TIP

NOTES

Alfa Romeo 4C Immersion

Italian Style

Exhaust and Rear Details

- Sport-tuned dual bright exhaust tips – insulated to reduce heat and add a distinct look
- Available Sport Exhaust System (Standard on Launch Edition)
- With or without the muffler, the 4C's exhaust note has been tuned to provide a natural, signature gargle at idle and roar at wide-open throttle
- Exit ventilation – an innovative feature modeled after the Tipo 33 Stradale
 - Cools engine and dissipates heat
 - Reduces the 4C's drag coefficient (Cd)
- Rear diffuser
- Channels air to enhance stability at high speeds
- Connected to an aluminum undertray, creating a seamless underbody that helps keep the Cd low

For the aficionado:

- How airflow is channeled under the vehicle is just as important as how it's channeled over the top and sides
- The aerodynamic shape of the 4C helps create downforce, which helps keep the car on the road