





## A NEW BALANCE OF POWER HAS ARRIVED

It's here. Alfa Romeo, with its captivating mix of progressive technology, race-inspired performance and seductive styling, has come ashore to thrill Alfa Romeo devotees, performance enthusiasts and car connoisseurs alike. Born in Milan, Italy, the unique spirit that is Alfa Romeo is over one-hundred years in the making.

TECHNOLOGY • PERFORMANCE • STYLE

*"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."  
— Orazio Satta Puliga, legendary Alfa Romeo Head of Design*



# VICTORIOUS

A DRIVING PASSION FUELED AT FINISH LINES

2006 Alfa Romeo announces the production of the Alfa Romeo 8C Competizione, a limited-series, high-performance V8-powered coupe. Highly in demand for its remarkable styling and performance capabilities, only 500 models were produced and quickly sold, with just under 100 distributed in North America. Fans have been eagerly awaiting the return of Alfa Romeo ever since.



1928 The 6C 1500 Super Sport was the winner of many races, including the Italian endurance race, Mille Miglia. This thousand-mile course is what made many sports cars famous, including Alfa Romeo. Winning Mille Miglia required much more than just speed – lightness, efficiency and agility were also keys to success.



1930s Enzo Ferrari was head of the legendary Alfa Romeo racing team division, Scuderia Ferrari. Under Ferrari's leadership, Alfa Romeo won more races than any other manufacturer. He said, "I feel for Alfa the same tenderness one feels when remembering his first love."



1925 – 45 The evolving Alfa Romeo badge includes the emblem of The House of Visconti, the 14th-century rulers of Milan. The emblem of Milan, a red cross on white, appears to its left. Two Savoy dynasty knots honoring the Kingdom of Italy separate ALFA-ROMEO and MILANO. After winning the inaugural Automobile World Championship in 1925, the gold laurel wreath was added around the badge.



1967 Created during what is known as The Alfa Romeo Glory Years, the Tipo 33 Stradale is a car collector's dream – often called the most beautiful car of all time. Its mid-engine, rear-wheel design inspires to this day, including the just recently introduced Alfa Romeo 4C. With only 18 produced, the car is extremely rare. The value of each is almost impossible to determine, as the 33 Stradale is hardly ever traded.

1965 The Tipo 33 served as a sports-racing prototype and was the inspiration for the iconic Alfa Romeo 33 Stradale.



Over one-hundred years in the making, the reverence people hold for Alfa Romeo started at racetracks and is now apparent on streets and in cultures the world over. Perhaps there is no better example of the saying "everyone loves a winner."



# PROGRESSIVE TECHNOLOGY

FRONT AND REAR ALUMINUM SUBFRAME • UNILATERAL CARBON FIBER MONOCOQUE CHASSIS • SHEET MOLDED COMPOUND (SMC) BODY PANELS • LIGHTWEIGHT GLASS

## A PREFERENCE FOR INNOVATION VS. BRAUN

Collaborating with the world's foremost racecar designers, Alfa Romeo employs the same strategy used for creating the track's fastest cars: lightness and efficiency.

Alfa Romeo has a long history of creating racetrack-inspired vehicles for the street. It's why designers incorporated some of the same innovative materials and technology found in Formula One cars and supercars. That, along with a number of advanced performance-enhancing features, helps explain the unique agility and efficiency of Alfa Romeo vehicles.

Designed in collaboration with the world's foremost racing chassis designers, Alfa Romeo 4C is innovative at its very core. It begins with the solid foundation of a carbon fiber monocoque chassis. Laid by hand, this carbon fiber is three times stronger and seven times lighter than conventional steel. Front and rear aluminum subframes also combine strength with weight-saving technologies. Sheet Molded Compound (SMC) is used for the outer body and is 20% lighter and more stable than steel – and resists corrosion, too.

The end result of these advanced technologies is incredible strength and remarkable weight efficiency – the overall curb weight of the Alfa Romeo 4C is just 2465 pounds. This, combined with its mid-engine configuration, rear-wheel drive and optimized weight distribution, makes for a performance story no other supercar can tell.



Overall performance is superbly enhanced with numerous features designed to hone and improve each trip. Four-mode Alfa D.N.A. gives drivers the ability to customize vehicle response according to driving conditions or desired handling. Choose from its All-Weather, Natural, Dynamic or Race settings which make changes in Vehicle Dynamic Control, throttle response, shifting speeds and traction control for a driving experience tailored to any situation.



Alfa Twin Clutch Transmission (TCT) is a 6-speed automatic gearbox with two clutches, making for the fastest-possible shifts under all conditions. Launch Control assists in high-performance standing starts, with speed, RPMs and turbo boost gauge displayed front and center in the TFT. Its dynamic suspension system brings gripping agility to any road with advanced electronic shock absorber control. All told, drivers will revel in split-second responses and a performance that is as wonderfully straightforward as it is new and thrilling. In short, it's pure Alfa.



RACE-INSPIRED PERFORMANCE

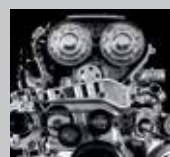


Alfa Romeo

## MASTERS OF THE POWER AND WEIGHT EQUATION

Its decades-long winning motorsports history comes through loud and clear from any Alfa Romeo, on any street.

If there's one thing Alfa Romeo has learned from years of victory on the racetracks, it's that balance is key. Its mid-engine layout, rear-wheel drive and monocoque chassis give the 4C near-ideal weight distribution, contributing to its amazing handling and control.



The Alfa Romeo 4C makes the most of this configuration with innovative technology and new levels of efficiency. Its mid-engine-mounted 1750 cc in-line powerplant churns out some impressive numbers: 237 hp, 258 lb-ft of torque, 136 hp per liter and a blazing top speed of 160 mph. A quick look reveals an all-aluminum design with 4 valves per cylinder, a new-generation turbocharger, ultra-high-pressure direct fuel injection and a dual-core intercooler that cools intake air before it reaches the turbocharger. A quick spin reveals an exhilarating 0 - 60 mph in just 4.1 seconds<sup>1\*</sup> – and large, cross-drilled, ventilated brakes take it from 60 - 0 in under 100 feet.

This groundbreaking engine, coupled with a vehicle curb weight of just 2465 pounds, means Alfa Romeo 4C will accelerate as quickly as cars boasting higher horsepower – yet it will corner sharper, brake harder, turn in quicker and respond more readily. Staggered tires (available 18-inch front, 19-inch rear) on forged wheels offer the confidence of maximum grip.

It's all about feel and greater driver involvement – which is why you won't find power steering on Alfa Romeo 4C. Unassisted steering provides the driver with the highest-quality feedback – there is perhaps no greater connection to the road.

True aficionados will immediately know the distinctive Alfa Romeo 4C exhaust note produced by its specially tuned race exhaust system. It skips the muffler and offers a signature “gargle” at idle and a formidable roar when the throttle is wide open. A reminder that Alfa Romeo performance cares as much about the driver's senses as it does about statistics.

\*A note about this brochure: all disclaimers and disclosures can be found on the back cover.



SEDUCTIVE STYLING

## UNDENIABLE ITALIAN APPEAL

Pure genius transforms simple lines into efficient designs that are as seductive as they are aerodynamic.

Perhaps it's no coincidence that Alfa Romeo hails from Milan, Italy, the fashion capital of the world. It's a place that understands that the heart must have a say in even the most practical decisions.

From the sweeping lines of each breathtaking model to the smallest distinguishing features, every Alfa Romeo conveys the pure automotive passion held by every designer, engineer, driver and enthusiast that has influenced the brand, past and present.

In almost every aspect of Alfa Romeo 4C, you can sense the touch of the fine craftspeople who handcraft the vehicle in the Maserati workshop located in Modena, Italy. Impeccable standards and extensive inspections ensure utmost satisfaction.

The Alfa Romeo 4C continues an Alfa Romeo tradition of performance-oriented lines and proportions. Inspired by the 1967 Tipo 33 Stradale, considered by many as one of the most beautiful cars ever made, the 4C is just as shapely, and offers the classic Alfa Romeo V-shaped "plunging neckline" front grille. Front and rear overhangs are dramatically short, and dimensions are aerodynamically and dynamically optimized. The famous Alfa Romeo badge confirms what all these visual cues are saying: this is a legitimate sports car.

Climbing into the interior reveals a study in driver-centric design and opulent materials, including hand-laid carbon fiber. The finely crafted details are purposeful and carefully edited; instruments and controls are angled toward the driver. Race-ready bucket seats use reinforced composite structure for strength and lightness, while pronounced bolstering keeps the driver firmly in place.





# 4C LAUNCH EDITION

## COMMEMORATE A NEW START

The best of Italian design roars back with the long-awaited introduction of the Alfa Romeo 4C. Like its inspiration, the 1967 Alfa Romeo 33 Stradale, the Alfa Romeo 4C was born to bring racing technology to the street, introducing innovative materials that produce an impressive power-to-weight ratio. To commemorate this exciting new arrival, the first of these historically significant models will be offered as the 4C Launch Edition. Extremely limited in availability, just 500 of these special models are slated for North America. The 4C Launch Edition offers distinctive touches like a unique front fascia, carbon fiber race kit, carbon fiber Bi-xenon headlights, carbon fiber mirror covers, a carbon fiber rear spoiler, dark forged alloy 18-inch front and 19-inch rear wheels with Red brake calipers, race exhaust and a choice of three commemorative colors. Inside, you'll find carbon fiber dash accents, a racing steering wheel with microfiber finishing, Black leather and microfiber seats, and a 4C Launch Edition aluminum, numbered, serialized badge. Beyond its amazing performance capability, don't miss this extremely rare chance to own a part of automotive history.

*Madreperla White*



*Rosso Competizione*



*Rosso Alfa*







# 4C COUPE

## PERSONALIZED PERFORMANCE

The Alfa Romeo 4C Coupe offers awe-inspiring mechanics and design, and gives owners options to personalize their ride by offering exquisite exterior color choices, a variety of fabric and leather-trimmed interior options, different wheel styles and sizes — even different brake caliper colors. It's how to make the arrival of Alfa Romeo all your own.



Get a second look with wing mirror covers available in carbon fiber, body-color or Satin Titanium finishes.



Get ready to be thrown back in race-ready seats, available in Black fabric with Red stitching, Black leather trim, Red leather trim, and Black leather and Microfiber with Red stitching.



Express yourself with your preferred wheel style: 17-inch/18-inch alloy or alloy with Matte Black diamond finish, or 18-inch/19-inch five-hole alloy or five-hole dark alloy. Brake calipers add a dash of color, available in your choice of Gray, Red, Yellow or Black.



Further customize your Alfa 4C with a rear spoiler, available in matching body-color or carbon fiber finishes.





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