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VIDEO COMPONENTS

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GIULIA



RE: INSPIRED

It is a badge born 105 years ago that still stands for something totally original today: a passion for motoring unlike any other. Visceral. Energetic. Technological. Crafted. The DNA of one of the world's most revered brands runs deeper than the enamel of its fender badges; snakes with a power like the tail of a dragon; runs deeper than the blue surround itself. It runs straight from the heart of Italy to roads and drivers all over the world. This badge belongs to the new Alfa Romeo Giulia.

La meccanica delle emozioni

FIND A DEALER



GIULIA COLORIZER



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SEE THE ROAD IN A WHOLE NEW LIGHT

The reverence people hold for Alfa Romeo has only grown with each milestone along the way. In 1962, the introduction of the legendary Giulia sedan boldly combined an enormously powerful engine with a lightweight body meant purely for street use — unheard of at the time. The new Giulia Quadrifoglio is undeniably inspired by its namesake of a half century ago — in its elegant style, alluring details and impressive aerodynamics — and its own set of breakthrough innovations. In all, not only is the thrill of driving back; it's better than ever.



A DRIVING PASSION FUELED AT FINISH LINES

The influence of Enzo Ferrari on the history and reputation of the Alfa Romeo race program is legendary. He began as a test driver for Alfa, and soon became an official driver and dealer. He then took charge of the entire racing program, establishing Scuderia Ferrari in Modena, where he and select technicians and mechanics modified and tuned every Alfa Romeo race car: their winning record shines brightly on the Alfa Romeo name even today.



1910

Speed permeated the walls of the ALFA factory: the very first car produced there, the 24 HP, reached a top speed of 62 mph. The Corsa version of the 24 HP performed brilliantly and stood out at the 1911 Targa Florio.

1929



1932



In the 1930s, the Vittorio Jano-designed Gran Premio Tipo P3 was a force in Grand Prix racing, with an unheard-of top speed of 145 mph. It took 46 checkered flags in a three-year period.

1938



Alfa Corse, the in-house racing team for Alfa Romeo, prepared four 8C 2900B cars for the 1938 Mille Miglia. With Carrozzeria Touring Superleggera roadster bodies and Vittorio Jano magnificent 2900 engines, they continued a history of Alfa Romeo domination with the top two positions at Mille Miglia that year and achieved four consecutive victories at the 24 Hours of Le Mans.

1953



Derived from the Alfa Romeo 6C 3000 prototype, the 6C 3000 CM Spider's engine capacity was increased to 3,495 cc and produced a top speed of 156 mph. It was the winner of the 1st Gran Premio Supercortemaggiore held in Merano in 1953 and came in 2nd at the Mille Miglia that same year. The 6C also raced in the 24 Hours of Le Mans and was later used to test innovative components, including disc brakes.

1954



The reverence people hold for Alfa Romeo has only grown with each milestone along the way. In 1954, Alfa Romeo upped the ante with the introduction of Giulietta, in several different street models, along with a competition-only two-seater, the Giulietta Sprint Zagato. Its all-aluminum and plexiglass construction was an excellent example of how Alfa Romeo perfected the art of speed through the art of balance — achieving optimal power-to-weight ratios with lightweight strength innovations.

1965



Alfa Romeo's reputation for performance sedans continued with the introduction of the Giulia in 1962. Giulia was known for its powerful engine and lightweight body, helping it to outperform many sports cars of that era. Production of subsequent Giulia models for both road and track (TZ2 shown below) continued on and off for decades to come and achieved numerous class wins in demanding events such as the 24 Hours of Le Mans, the Targa Florio, the Sebring 12 Hours and the Nürburgring 1,000 km.

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.

2015



The best of Italian design roared back to North American shores with the long-awaited introduction of the Alfa Romeo 4C. Its lightweight innovations help create an awe-inspiring power-to-weight ratio with thrilling capabilities.

June 2015 revealed the new Giulia Quadrifoglio, the most impressive reincarnation of the Giulia to date, featuring a whole all-new level of power-to-weight engineering. It will do its badge proud.

European model shown.

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



SUPERSTITION BECOMES SUPER PERFORMANCE

It began as a simple request for good luck and ended up becoming a symbol for something even more magical: track records and race victories from Alfa Romeo and the drivers who campaigned them. In 1923, legendary Alfa Romeo race car driver Ugo Sivocci wanted to break a string of second-place finishes. So to prepare for the legendary Targa Florio race in Sicily, he painted a white square with a "Quadrifoglio," or four-leaf clover, on the front of his Alfa Romeo RL Targa Florio. And, as luck would have it, he finished in first place. Weeks later, Sivocci was track-testing a new car that didn't yet bear his lucky symbol. Tragically, he crashed and lost his life. And a legend was born.

This marked the beginning of a tradition: all future Alfa Romeo race cars would bear the four-leaf clover on a white triangle — with the missing corner symbolizing the loss of Sivocci. Post-World War II, the Quadrifoglio was also used to designate high-performance Alfa Romeo street vehicles like the 1963 Giulia TI Super, the 1965 Giulia Sprint GTA and now, the all-new Giulia Quadrifoglio. Today, Sivocci's clover remains a symbol of race-worthy capabilities and, of course, a symbol of good luck.



1923 — RL Targa Florio
Dominates the competition — the Quadrifoglio is born



1925 — Gran Premio Tipo P2
The first World Champion ever



1951 — GP Tipo 159 "Alfetta"
Wins the first two Formula 1 World Championships



1965 — Giulia Sprint GTA
Unbeatable among "Turismo"



1967 — 33 Stradale
Called the most beautiful car of all time



1975 — Tipo 33 TT12
Dominates "Mondiale Marche"





THE MOST IMPORTANT COMPONENT IS EMOTION

It represents more than the most powerful Alfa Romeo ever created for street use: the all-new Giulia Quadrifoglio represents a convergence of engineering and emotion that can only belong to a brand as fabled as Alfa Romeo. The new Giulia: proof that love is worth the wait.





THE DRIVER IS THE CENTER OF THE UNIVERSE

Since the beginning of civilization, designers have turned to nature and human anatomy for technical and structural inspiration. The world's most celebrated architectural feats manage to find the right balance between both human and structural necessities. Giulia Quadrifoglio is the exquisite product of this higher design philosophy.

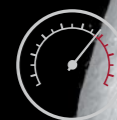


505

horsepower*

443

lb-ft torque between 2,500 and 5,500 rpm



0-60 mph

3.8

seconds²

191

mph

maximum speed

7:39

the fastest lap ever by a four-door production vehicle at the Nürburgring; one of the most demanding tracks in the world



THE HEART IS A MUSCLE

The most powerful engine for road-use ever created by Alfa Romeo: an ultralight 90-degree V6 all-aluminum Bi-Turbo engine delivers 505 hp¹, 443 lb-ft of torque between 2,500 and 5,500 rpm, launching the all-new Giulia from 0 to 60 mph in 3.8 seconds² up to a top speed of 191 mph. These formidable stats lead to another impressive distinction: the all-new Giulia Quadrifoglio is the fastest four-door production vehicle ever around the Nürburgring³ with a lap time of 7:39. What's more, all this exceptional power combines with dynamic efficiency for excellence in consumption and emissions.



*About this brochure: all disclaimers and disclosures can be found on page 43. European model shown.

THE FIRST THING YOU SENSE IS ALL OF YOUR SENSES



European model shown.



It controls both the car and the emotions of its driver with equal ease. Designed to deliver more than something ergonomically precise, the steering wheel of the Giulia provides control of a unique driving experience from start to finish, literally. The steering wheel is wrapped in leather; the experience it delivers is wrapped in passion.



7:39

the fastest lap ever by a four-door production vehicle at Nürburgring³, one of the most demanding tracks in the world



IT TURNS FOR THE CURVES

ALFA DNA PRO

The Alfa DNA Pro, thanks to the interaction with the Chassis Domain Control, instantaneously adapts the car behavior to the selected driving mode:

- RACE activates the overboost function for increased torque limits and allows for maximum pedal response for ultimate sport driving.
- DYNAMIC delivers sharper throttle, brake and steering-wheel response for sporty on-road driving and a throatier exhaust note.
- NATURAL is a comfort setting for a perfect balance in daily driving.
- ADVANCED EFFICIENCY enables the cylinder deactivation to maximize energy savings and dynamic efficiency.

TORQUE VECTORING

While most all-wheel-drive systems control wheel spin by braking or cutting power, Torque Vectoring does so by optimizing the power distribution between wheels in traction. So there's no loss of power— just better traction and control, no matter the speed or road surface.

ACTIVE SUSPENSION

Active Suspension dynamically adapts its response depending on driving conditions and the mode selected with Alfa DNA Pro.



European model shown.



THE ROAD WAS NOT BUILT TO BE A CAGE.
IT'S TIME TO TAKE FLIGHT ONCE AGAIN.



European model shown.

SHIFTING THE BALANCE OF POWER

The all-new Alfa Romeo Giulia Quadrifoglio is more than a showcase for the best power-to-weight ratio in its class⁴—it's a study in how to use that power. Its near perfect 50/50 weight distribution creates optimal balance and highlights the advantage of a rear-wheel-drive system in a front-engined vehicle. By pairing rear-wheel drive with the Giulia Quadrifoglio's front-mounted, all-aluminum 6-cylinder engine, the Alfa Romeo engineering team was able to carefully distribute weight throughout the chassis. A body in high-strength steel, fenders and doors in aluminum, a carbon fiber hood, roof and driveshaft, and aerodynamic appendages work in conjunction with the patented all-aluminum suspension to create motoring's perfect balance.



near perfect

50

50

weight distribution

NEAR
7
LB/HP*

best-in-class⁴ power-to-weight ratio



INTEGRATED BRAKE SYSTEM

This innovative electromechanical system combines the stability control and brake system. Not only allowing for a significant reduction in weight, this device optimizes the feeling of the brake pedal, guaranteeing an instantaneous response and braking distance of 60 – 0 mph in 102 feet (using carbon-ceramic brakes).



ACTIVE AERO FRONT SPLITTER

The sophisticated and electronically controlled Active Aero Front Splitter dynamically balances and adjusts overall downforce. On straights, the splitter is closed to minimize resistance and drag. On corners or when braking, it opens up to provide up to 220 pounds of downforce for optimum balance.

WHERE POLISH MEETS POISE







KNOWLEDGE IS POWER

Alfa Romeo's fabled racing history was built on communication — between driver and crew, between car and driver. Today's Giulia employs technology to communicate telemetry instantly. The driver controls the infotainment system, 3D navigation and onboard parameters via the Alfa Rotary Pad, learning of vehicle performance in high definition on an 8.8-inch screen.



European model shown.



A SOUNDTRACK FOR THE STREET

harman/kardon
by HARMAN

Even the greatest films are strengthened by a score: the Giulia Quadrifoglio features an audio system designed to complement a highly tuned driving experience. The 900 watts of power channeled to 14 speakers (including two Surround Sound speakers and one subwoofer) serves as proof that Alfa Romeo takes the notes from this system as seriously as the glorious ones from its engine.

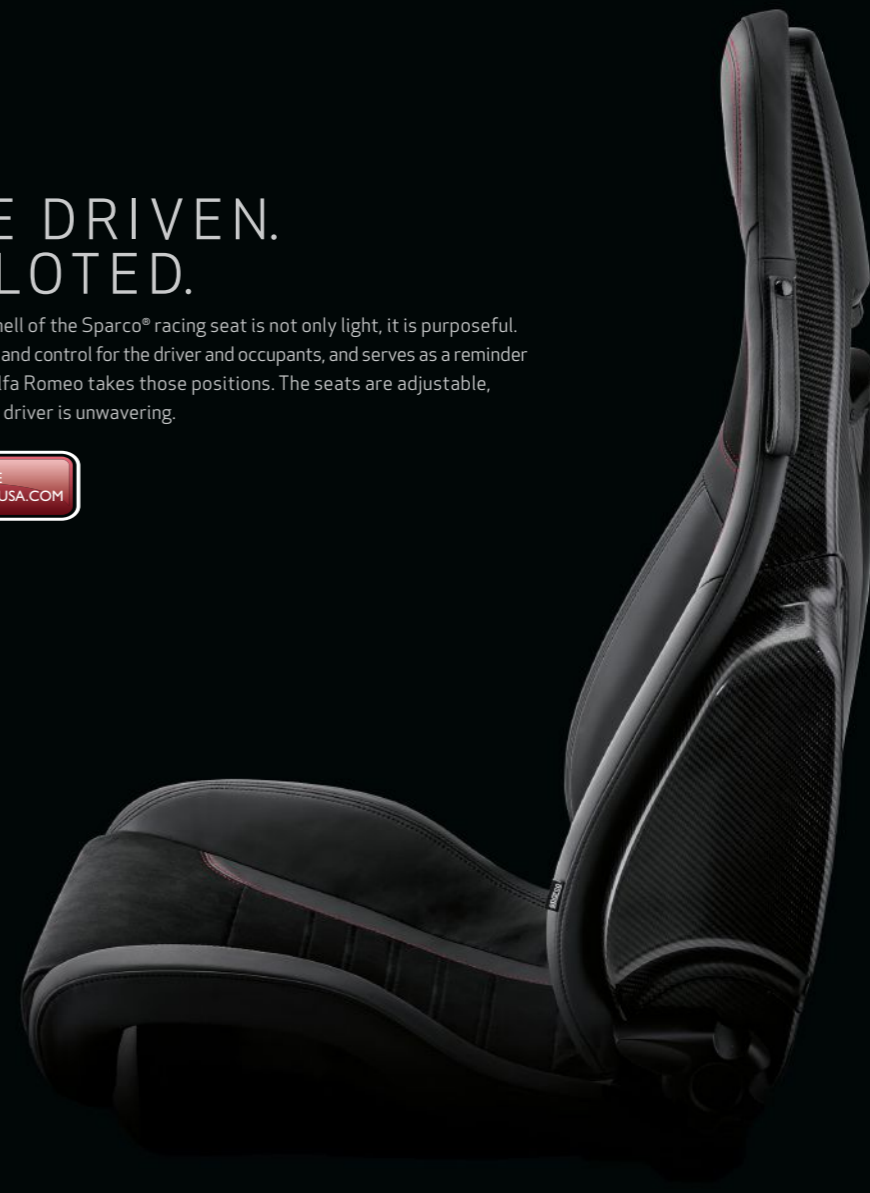
European model shown.





SOME ARE DRIVEN. OURS ARE PILOTED.

The carbon fiber shell of the Sparco® racing seat is not only light, it is purposeful. It provides comfort and control for the driver and occupants, and serves as a reminder of how seriously Alfa Romeo takes those positions. The seats are adjustable, our respect for the driver is unwavering.



D R A M A T I C W I T H O U T D R A M A

There's something inherently Shakespearean about the Giulia Quadrifoglio: it's as passionate as Romeo and Juliet ... but has been created free of any unnecessary drama. The design approach is equally sensual and purposeful. The details reflect an understanding of every interaction between driver, passerby and all who come in contact with the beauty of Alfa Romeo.



EXTERIOR COLORS

LEARN MORE
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Rosso Competizione Tri-coat



Argento Alfa Metallic



Magnet Black Metallic



Mineral White Tri-coat



Deep Blue Metallic



Graphite Gray Metallic



Rosso Alfa

WHEELS



19-inch 5-hole Dark Aluminum



19-inch Tecnico Dark Forged Aluminum



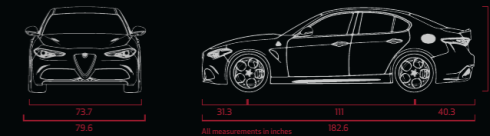
19-inch 5-hole Light Aluminum



19-inch Tecnico Light Forged Aluminum

European model shown.

TECHNICAL DATA 2.9L V6 Bi-Turbo 505 HP¹



ENGINE CHARACTERISTICS

Type	6-cylinder, all-aluminum, 90-degree Direct Injection Bi-Turbo
Bore x stroke (in)	3.41 x 3.23
Displacement (cc)	2,891
Compression ratio	9.3:1
Maximum power SAE net (HP @ rpm)	505 @ 6,500 ¹
Maximum torque SAE net (lb-ft @ rpm)	443 @ 2,500 - 5,500
Start/Stop System	Yes

TRANSMISSION

Drive	Longitudinal front engine, RWD
Gearbox	6-speed ZF manual transmission

PERFORMANCE

Top speed (mph)	191
Acceleration: 0 - 60 mph (sec)	3.8 ²

BRAKES

Vented front rotors, size (in)	14.2 x 1.26
Vented rear rotors, size (in)	13.8 x 1.1
Braking distance: 60 - 0 mph (ft)	102

WHEELS AND TIRES

Front wheels (in)	19 x 8.5
Rear wheels (in)	19 x 10
Front tires	P245/35ZR19 (93Y) XL Pirelli [®] Corsa (AR) BSW Three-season High-performance
Rear tires	P285/30ZR19 (98Y) XL Pirelli [®] Corsa (AR) BSW Three-season High-performance

SUSPENSIONS

Front	Double-wishbone with semi-virtual steering axle
Rear	Alfa Link [™] design with vertical rod

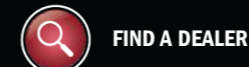
AERODYNAMICS

Drag coefficient (C _d)	0.32
Lift coefficient (C _l)	-0.1 [*]

CAPACITIES AND WEIGHTS

Trunk capacity (cu ft)	16.95
Fuel tank (gal)	15.3

^{*}With Alfa Active Aero activated.
⁽¹⁾Estimated horsepower based on manufacturer testing. ⁽²⁾Based on the latest available manufacturer testing. Actual results may vary. Based on European pre-production model. Luxury Mid-Size Car segment. RWD, 6-speed manual transmission pre-production European model tested. ⁽³⁾RWD, 6-speed manual transmission pre-production European model tested. ⁽⁴⁾Power to weight is based upon manufacturer-reported horsepower and curb weight in the Luxury Mid-Size Car segment.
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LA MACCHINA DEL TEMPO

MUSEO STORICO ALFA ROMEO. The "house" that represents the brand as a whole. This exhibition houses the most famous and innovative Alfa Romeo creations. The museum is a witness to an extraordinary legend and its evolution of unparalleled technique and engineering. It tells about yesterday and today, and anticipates tomorrow. See it now at museoalfaromeo.com

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W E C R E A T E





La meccanica delle emozioni

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