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Chrysler Canada: All-new 2015 Alfa Romeo 4C Makes its Canadian Debut at 15th Annual Crescent Street Grand Prix Festival

- 2014 Crescent Street Grand Prix Festival marks debut of all-new 2015 Alfa Romeo 4C and the Italian sports car brand's return to Canada
- Alfa Romeo 4C is the official automotive sponsor of the event
- Race fans can participate in the Alfa Romeo Pit Stop Challenge

June 5, 2014, Montreal - The all-new 2015 Alfa Romeo 4C is making its highly anticipated Canadian debut at the 15th annual Crescent Street Grand Prix Festival, during the Grand Prix du Canada weekend in Montreal, June 5-8, 2014.

The unveiling of the two-seat, mid-engine 4C, also marks the return of the storied Alfa Romeo brand to Canada. Inspired by the brand's legendary racing history, the Italian-built coupe features a state-of-the-art carbon fibre monocoque, an all-aluminum turbocharged engine influenced by Formula 1 and advanced technological solutions that deliver supercar-level performance and driving exhilaration.

For its 15th anniversary, the popular Crescent Street Grand Prix Festival will have the all-new Alfa Romeo 4C as the event's official automotive sponsor. The Alfa Romeo Pit Stop challenge begins Thursday at 1 p.m., where celebrities, athletes and the general public will test their skills at a timed, tire-changing contest to see how they measure up to the top-level F1 pit crews.

"What better place to debut an all-new performance vehicle inspired by Alfa Romeo's legendary racing history, than at a festival celebrating the largest motorsports event in Canada?," said Reid Bigland, President and CEO of Chrysler Canada. "With its purposeful design for maximum performance, the all-new 4C coupe is sure to be the talk of the Crescent Street Grand Prix Festival."

For the Alfa Romeo brand, the all-new 4C represents the essential sportiness embedded within the brand's DNA: Italian style, performance and technical excellence, for maximum driving pleasure in complete safety.

The Alfa Romeo 4C is inspired by the century-old traditions of Alfa Romeo and projects the brand's authentic values. The "4C" name recalls Alfa Romeo's great sporting tradition: the acronyms 8C and 6C in the 1930s and 1940s distinguished racing and road cars fitted with powerful eight and six cylinder engines. The 2015 Alfa Romeo 4C model's designation continues this tradition with the latest, all-aluminum 1,750 cc turbocharged four-cylinder engine.

The very best technical and industrial expertise of the Alfa Romeo and Maserati brands were used to develop the all-new Alfa Romeo 4C. Teamwork between the two brands included the integration of the Alfa Romeo Style Center design with the well-known craftsmanship of the Maserati brand's Modena production plant. In addition, the Alfa Romeo 4C was boosted by the technological contributions of Italian suppliers, who are international leaders in manufacturing high-performance components. This is a distinguishing trait of Alfa Romeo, a brand with a century of history that continues to be one of the most famous and popular ambassadors of Italian products around the world.

The Alfa Romeo 4C will be available in Canada in the summer of 2014.

FCA Canada

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