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FCA Canada: Alfa Romeo Debuts the 2017 Alfa Romeo Giulia Lineup at the New York International Auto Show

- Rebirth of the brand – the all-new 2017 Giulia is the first of eight all-new Alfa Romeos debuting through 2020, and embodies the brand's La meccanica delle emozioni (the mechanics of emotion) spirit
- Giulia nameplate reflects a 55-year heritage of Alfa Romeo's lightweight, performance sedan tradition and over 105 years of brand history, carving its legend on road courses around the globe
- Alfa Romeo Giulia and Giulia Ti models deliver seductive Italian style and craftsmanship to the premium mid-size sedan segment
- All-new all-aluminum 2.0-litre direct-injection turbo engine with eight-speed automatic transmission delivers a class-leading, standard 276 horsepower and 295 lb.-ft. of torque, allowing it to launch from 0-100 km/h in less than 5.5 seconds, and achieve a top speed of 240 km/h (149 mph)
- The innovative Alfa Q4 all-wheel-drive system offers the Giulia and Giulia Ti models even more all-season capability and performance
- New eight-speed automatic transmission, with available column-mounted paddle shifters, is designed for enthusiasts with gear shifts in less than 100 milliseconds
- As the “halo” model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo's performance and motorsport knowhow with best-in-class 505 horsepower, 0-60 mph in 3.8 seconds (0-100 km/h in 3.9 seconds) and a record-setting 7:39 time around the legendary Nürburgring
- Near perfect 50/50 weight distribution, segment-leading torsional rigidity and the most direct steering ratio on the market, thanks to Giulia's all-new rear-wheel-drive architecture
- Exclusive to Giulia Quadrifoglio, state-of-the-art technologies, including torque vectoring, active aero front splitter and Alfa DNA Pro mode selector with Race mode combine to maximize the all-new Giulia's driving exhilaration

March 17, 2016, Windsor, Ontario - Expanding Alfa Romeo's lineup beyond the ultra-high performance Giulia Quadrifoglio, the all-new 2017 Giulia and Giulia Ti models will make their North American debut at the 2016 New York International Auto Show, further highlighting the first of a new-generation of vehicles embodying Alfa Romeo's La meccanica delle emozioni (the mechanics of emotion) spirit and will deliver world-class performance, advanced technologies, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment.

“All-new from the ground up, the 2017 Giulia lineup marks Alfa Romeo's return to the heart of the premium sedan segment and the next chapter of the brand's rich 105-year heritage,” said Reid Bigland, Head of Alfa Romeo – North America. “From the new Giulia and Giulia Ti models, to the ultra-high performance Quadrifoglio model, each of our Alfa Romeo sedans deliver class-leading power and handling, the pedigree of incredible technology and race-inspired performance, plus design and style that could only be crafted in Italy.”

Three exciting Giulia models that highlight Alfa Romeo's balance of engineering and emotion

Building on the excitement of the ultra-high-performance 505-horsepower Giulia Quadrifoglio model that debuted at the Los Angeles Auto Show in November, the all-new Giulia and Giulia Ti (Turismo Internazionale) models continue to expand Alfa Romeo's perfect balance of engineering and emotion to the heart of the premium sedan segment with an Italian designed and crafted sport sedan that is driver focused.

Giulia and Giulia Ti models

The all-new 2017 Alfa Romeo Giulia and Giulia Ti models exude Italian style, craftsmanship and performance, all while delivering a comprehensive list of standard features, including an all-new, all-aluminum 2.0-litre direct-injection turbocharged engine with eight-speed automatic transmission delivering a class-leading, standard 276 horsepower, class-exclusive carbon fibre driveshaft, dual exhaust system with bright tips, leather seating, 7-inch full-colour driver information display (DID), Alfa-tainment featuring a 6.5-inch or 8.8-inch industry-first hidden widescreen infotainment display, Alfa DNA selector with Dynamic, Natural and Advanced Efficiency vehicle behaviour modes, sport-inspired flat-bottom steering wheel with integrated push button start, along with keyless-go with passive entry and remote start.

For more capability, the innovative Alfa Q4 all-wheel-drive system (AWD) is also available on Giulia and Giulia Ti models, while available Sport, Luxury and Performance packages will further enhance this Alfa Romeo's performance and style.

Giulia Quadrifoglio

As the "halo" model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo's performance and motorsport knowhow with a record-setting 7:39 Nürburgring lap time – the fastest ever by a four-door production sedan.

The beating heart of this ultra-high performance sedan is an all-aluminum direct-injection 2.9-litre V-6 bi-turbo engine, delivering a best-in-class 505 horsepower, as well as earning the title of the most powerful Alfa Romeo production car engine ever and the quickest with a class-leading 0-60 miles per hour acceleration in 3.8 seconds. The Giulia Quadrifoglio features exclusive enhancements for maximum performance, including high-performance front and rear fascias; carbon fibre lightweight materials, including hood, active aero front splitter, rocker panel mouldings and rear deck-lid spoiler. Additionally, the Alfa Romeo Giulia Quadrifoglio offers staggered fitting 19 x 8.5-inch (front) and 19 x 10-inch (rear) forged alloy wheels wrapped with Pirelli P Zero Corsa three-season high-performance tires. Inside, the Giulia Quadrifoglio includes performance front seats, featuring 12-way power, including 4-way lumbar plus front adjustable thigh support. Further features include a Quadrifoglio-exclusive leather-wrapped steering wheel with accent stitching and performance contours; a leather-wrapped instrument panel with accent stitching; carbon fibre interior trim; and bright door scuff plates with "Quadrifoglio" graphics.

Advanced technology features unique to the Alfa Romeo Giulia Quadrifoglio model include a four-mode Alfa DNA Pro selector that adds Race mode, torque vectoring differential, high-performance Brembo six-piston front and four-piston rear brake caliper system, Quadrifoglio-tuned adaptive suspension, Quadrifoglio instrument cluster with 330 km/h speedometer, cylinder deactivation system, Blind-spot Monitoring, Rear Cross Path detection, vehicle alarm and 35-watt bi-xenon headlamps offering auto-leveling technology, adaptive cornering and headlamp washers.

Ultra-high performance options further optimize Alfa Romeo's 307 km/h (191 mph) sedan's lightweight design and track-proven capabilities:

- Ultra-lightweight carbon fibre shell Sparco racing seats provide maximum lateral support during extreme cornering thanks to more aggressive bolstering, and are designed to be the lightest in the segment, while providing comfort for long road trips
- Ultra-high-performance Brembo carbon-ceramic material (CCM) brake system features six-piston front and four-piston rear aluminum monoblock front brake calipers with two-piece 15.4-inch (390 mm) front and 14.2-inch (360 mm) rear CCM rotors. The CCM rotor design delivers a 50-per cent weight reduction compared to cast iron discs, further reducing unsprung mass to improve handling, while enabling a 100-0 km/h stopping performance in an impressive 31 metres (102 feet)

Styled with passion: high-performance, functional and seductive Italian design

With its muscular proportions and a "pure" design ethos of passion, lightness and simplistic elegance "clothing" its class-leading technical layout with near perfect 50/50 weight balance, the all-new 2017 Giulia exudes stunning and functional Italian style with a finesse of Alfa Romeo heritage, athletically taut lines and sculptural details.

Alfa Romeo designers styled the proportions of the all-new Giulia to have commanding presence and a menacing face determined to take on the world's best roadways and road courses. A large signature "shield" grille is elegantly sculpted within the front fascia to form the "Trilobo," a signature of Alfa Romeo design. Aggressively styled headlamps flank the signature grille and include LED daytime running lights (DRL) for a signature appearance.

Alfa Romeo Giulia's side profile proportion highlights the near perfect 50/50 weight balance and seductive Italian design. To "skin" the all-new Alfa Romeo architecture that delivers benchmark-level performance thanks to primarily focusing on locating as much mechanical mass between the wheelbase as possible, Alfa Romeo designers deliberately provided Giulia with extremely short overhangs, long hood and front fender proportions. And for more emphasis on Giulia's architecture, Alfa Romeo designers made the muscular rear fender forms straddle the passenger compartment to deliver a "settled" look over the drive wheels and stylistically mark the point where power is unleashed onto the road. Taut lines, including the elegantly sculpted character line along the body sides, mark the doors and envelope the handles while naturally leading back to the legendary V-shaped nose. Rounded angles and enveloping pillars draw from Alfa Romeo's rich design heritage and recall the "drop-shaped" profile reminiscent of the Giulietta Sprint, one of the most beautiful cars ever made. Even from plan view, Alfa Romeo designers gave the Giulia an organic, "ellipsis" design appearance to add to the all-new sedan's timeless character. Finishing off the Giulia's athletic appearance are nine available wheel designs that range from 17-inch, to larger and wider 19-inch staggered-fitting five-hole-design wheels that hark back to the brand's stylistic heritage.

Short overhangs and deck lid further emphasize the all-new Alfa Romeo Giulia's muscular rear fender forms and road-holding stance. Elegantly shaped tail lamp features are drawn horizontally to highlight the performance sedan's width, while LED rear light clusters further highlight Giulia's use of advanced technologies. Finishing off the rear is a two-piece fascia that neatly integrates the chrome dual exhaust tips for a precise aesthetic.

Crafted around the driver

Built around the driver, Alfa Romeo Giulia designers focused on simplistic elegance, with a focus on incorporating the essential elements for performance. Inside, Giulia's high-level of craftsmanship starts with an asymmetric-styled instrument panel, featuring a driver-focused cockpit crafted with an array of available leathers with accent stitching, plus trim bezels in aluminum, wood or carbon fibre – all for a bespoke look that could only be crafted in Italy. A Formula-1 inspired steering wheel features a thick-rim profile that transmits the chassis' direct-steering feel and neatly groups the vehicle controls and the red engine start button. Behind the steering wheel, the Giulia features a full-colour 7-inch driver information display (DID) cluster straddled by two large white-on-black face analog gauges.

At the centre of the interior, the brand's all-new widescreen Alfa-tainment infotainment system in 6.5 inches, or larger 8.8 inches, offers an intuitive, yet sophisticated series of features all elegantly "hidden" in the instrument panel. Below, in the centre console, the rotary controller is ergonomically located and features a simple operation of the Alfa-system. Last, the Alfa DNA selector is adjacent to the manual or automatic shifter, enabling the driver to easily adjust the Alfa Romeo Giulia's driving behaviour.

State-of-the-art engines are the heart and soul of Alfa Romeo technology and performance

Adding to Giulia's all-new-from-the-ground-up formula to take on the premium mid-size sedan segment are two all-new Alfa Romeo specific powertrains, which highlight the brand's passion for technology and performance.

Best-in-class 276 horsepower with all-new Alfa Romeo turbocharged four-cylinder engine

Debuting in the all-new 2017 Giulia and Giulia Ti models, an all-new 2.0-litre direct-injection all-aluminum, 16-valve, turbocharged and intercooled engine, designed specifically for Alfa Romeo, delivers a best-in-class 276 horsepower, 0-100 km/h acceleration in less than 5.5-seconds, along with world-class levels of performance, efficiency and refinement.

To deliver its best-in-class 276 horsepower output and flat torque curve of 295 lb.-ft. of torque between 2,250 –4,500 rpm, the state-of-the-art engine features exceptional turbo responsiveness thanks to a "2-in-1" turbocharger design, with the charging system driven through two pipes which gathers exhaust gas from pairs of cylinders in alternating sequence.

Performance and fuel economy of these engines are fostered by the MultiAir electro-hydraulic variable valve actuation technology, the direct injection system with 200 bar injection pressure, a water-cooled cylinder head integrated manifold and a water-cooled charge air cooler.

Most powerful Alfa Romeo production engine ever: 505 horsepower all-aluminum 2.9-litre bi-turbo V-6

With an Alfa Romeo racing history influenced by automotive legends like Enzo Ferrari that dates back to the 1920s, it's no surprise that the all-new Giulia Quadrifoglio harks back to Alfa Romeo's engineering excellence, with an all-

aluminum 2.9-litre direct-injection bi-turbo V-6 as the “beating heart,” bringing this artisan designed vehicle to life and further represents a return to the “Great Alfa Romeos.”

Designed to optimize the all-new lightweight Alfa Romeo architecture, the all-aluminum 2.9-litre V-6 bi-turbo engine features a compact 90-degree layout and was holistically designed for a low centre of gravity within the chassis.

To deliver a best-in-class 505 horsepower and a flat torque curve with 443 lb.-ft. of peak torque between 2,500 – 5,500 rpm, the state-of-the-art engine features a bi-turbo design with 35 psi peak boost. In addition, the engine's turbochargers are integrated into the exhaust manifold and feature a low-inertia, single-scroll turbo design with variable-boost management for an ultra-responsive throttle reaction. A direct injection system maximizes fuel combustion for improved engine output and efficiency. Combined, these technologies – along with an available, enthusiast-desired, short-shifting six-speed manual transmission – enable real-world performance numbers that include: best-in-class 0-60 mph in 3.8 seconds (0-100 km/h in 3.9 seconds), 307 km/h (191 mph) top speed and a record-setting 7:39 Nürburgring lap time.

For improved fuel efficiency and to take advantage of the all-aluminum 2.9-litre bi-turbo engine's impressive power density of nearly 175 hp/L, the Alfa Romeo Giulia Quadrifoglio features a Cylinders' Efficient Management (CEM) deactivation system that enables the engine to run on three of its six cylinders. Furthermore, an innovative engine start/stop (ESS) system stops fuel flow and shuts the powertrain down when the Alfa Romeo Giulia Quadrifoglio is at a full stop – reducing fuel consumption and emissions. When the brake pedal is released, the high-performance bi-turbo engine automatically restarts thanks to the ESS system's high-speed, high-durability starter, which reduces crank time, culminating in quick restarts. Last, the engine features a variable-pressure oil pump to reduce operational energy draw.

Alfa Q4 all-wheel-drive (AWD) adds even more all-season capability and performance to Giulia and Giulia Ti

When equipped with the intelligent Alfa Q4 all-wheel-drive system, Giulia and Giulia Ti models deliver even more all-season traction and performance capability thanks to the system's ability to transfer up to 60 per cent of the 2.0-litre direct-injection all-aluminum turbo engine's torque to the front axle.

The innovative Alfa Q4 AWD system is linked to the Giulia's Chassis Domain Controller (CDC) and driver-adjustable Alfa DNA – enabling the driveline's next-generation integrated actuator to adapt to changing ground conditions or driver need in 150 milliseconds, and instantly optimize the required torque to each wheel.

New eight-speed automatic transmission with available column-mounted paddle shifters, is designed for enthusiasts with gear shifts in less than 100 milliseconds

The all-new Giulia is the first Alfa Romeo to receive the newest generation eight-speed automatic transmission co-developed with ZF.

The innovative compact gear set design is obtained with a smart arrangement of components and by integrating functions: four planetary gear sets and only five shift elements (three multidisk clutches and two brakes) minimize the drag loss and increase the transmission efficiency, thanks to the new multidisc separation of brakes and the use of a parallel-axis vane-type oil pump. Energy efficiency is maximized by an optimized cooling strategy, which adjusts the cooling oil flow to the system pressure (only 3.5 bar max allowed pressure).

The eight-speed automatic transmission's shift-by-wire improves safety and comfort, while the integrated transmission control unit allows it to shift faster and more precisely than a professional driver (less than 100 milliseconds to initiate a downshift when increased acceleration is desired) and enables nested multiple downshifts (such as 8th gear to 2nd gear) thanks to the most modern adaptive shift strategies.

Best-in-class power-to-weight ratio thanks to an all-new architecture with extensive use of lightweight materials

Alfa Romeo Giulia's all-new architecture extensively integrates lightweight, state-of-the-art materials that enable and deliver near perfect 50/50 weight distribution, segment-leading torsional rigidity and the most direct steering available.

As the first of the Alfa Romeo product renaissance to feature the all-new “Giorgio” architecture, Alfa Romeo engineers designed a lightweight platform with a low centre of gravity – all to deliver the high-performance and precision expected from an Alfa Romeo.

Alfa Romeo Giulia's aluminum front and rear vehicle frames, front shock towers, brakes, suspension components, doors and fenders also help shed weight compared to conventional steel. In addition the rear cross member is made from aluminum and composite.

An Alfa Romeo exclusive double wishbone front suspension with semi-virtual steering axis guarantees rapid and accurate steering feel. With the most direct steering ratio in the segment (11.8:1), Alfa Romeo Giulia can tackle high lateral accelerations as a result of the always-perfect footprint. At the rear, a patented Alfa-link rear axle design with vertical rod ensures top performance, driving pleasure and passenger ride comfort.

Next-level, state-of-the-art technologies add to Alfa Romeo Giulia's driving exhilaration

A primary objective of the Alfa Romeo engineering team was to integrate world-first and next-level vehicle technological solutions that would only amplify the all-new Giulia's exhilarating driving experience.

Chassis Domain Control

The "brain" of Alfa Romeo Giulia's benchmark level dynamics can be attributed to its innovative Chassis Domain Control (CDC) system. The CDC system coordinates all of the vehicle's available active systems (stability control, torque vectoring, adaptive damping suspension and active aero front splitter), using predictive-type dynamic models to deliver balanced, safe and natural driving, thus optimizing performance and drivability.

Integrated braking system

The world's first integrated braking system debuts on the Alfa Romeo Giulia, replacing a traditional system of electronic stability control (ESC) and brake booster for even more instantaneous braking responsiveness. The innovative electromechanical system improves braking performance through a faster increase in pressure and makes it possible to vary brake feel jointly with the Alfa DNA Pro system. As a result, this lightweight technological solution delivers new levels of brake response and stopping distance.

Alfa DNA and Alfa DNA Pro drive mode selectors

Innovative Alfa DNA, and exclusive to the Giulia Quadrifoglio, Alfa DNA Pro drive mode selectors modify the dynamic behaviour of the vehicle, according to the driver's selection:

- Dynamic: delivers sharper brake and steering feel with more aggressive engine, transmission and throttle tip-in calibrations
- Natural: comfort setting for balanced daily driving
- Advanced Efficiency: the eco-saving mode to achieve the lowest fuel consumption, first time on an Alfa Romeo
- Race: exclusive to Alfa DNA Pro, this mode activates the over-boost function, opens up the two-mode exhaust system, turns ESC off and delivers sharper brake and steering feel with more aggressive engine, transmission and throttle tip-in calibrations

Active aero front splitter

A segment-exclusive active aero front splitter instantaneously adjusts the carbon fibre front lip spoiler for optimal aerodynamics, downforce and stability at any speed. In addition to helping the Alfa Romeo Giulia Quadrifoglio achieve a best-in-class 0.32 Cd, the dynamic front splitter with its two electric actuators can generate up to 220 pounds (100 kilograms) of downforce while operating between 100 km/h and 230 km/h.

Torque vectoring

Torque vectoring makes it possible for the Alfa Romeo Giulia Quadrifoglio to achieve higher performance during lateral acceleration. The rear differential optimizes torque delivery to each wheel separately for improved power delivery, traction and control on all types of road surfaces, without cutting power like traditional systems.

Alfa Active Suspension system

The innovative Alfa Active Suspension systems are available on Giulia Ti and standard on the Giulia Quadrifoglio. This four-channel chassis damping system instantly adapts to driving conditions and can be adjusted by the driver via the Alfa DNA selector. This technology allows for a setting of softer shock absorbers for a more comfortable drive, or a more rigid setting, for more accuracy in sports driving.

Safety and security

The all-new Alfa Romeo Giulia offers innovative safety and security features and leverages state-of-the-art driver-assist features.

The latest Alfa Romeo sedan offers safety and security features that include:

- Forward Collision Warning – Plus: provides autonomous braking and, under certain circumstances, slows or brings the vehicle to a full stop when frontal collision appears imminent
- Adaptive Cruise Control – Plus with Full Stop: helps maintain distance from the vehicle ahead and, under certain traffic conditions, the system can bring the Giulia to a full stop without driver intervention
- Lane Departure Warning: alerts the driver of inadvertent lane departure

To help rear visibility both on the road and in parking situations, Blind-spot Monitoring, Rear Cross Path detection and front- and rear-park assist sensors are offered on Giulia.

In addition, the Alfa Romeo Giulia features advanced multistage driver and front-passenger air bags; driver and front-passenger seat-mounted side air bags (pelvic-thorax); front and rear side curtain air bags; and driver and front-passenger inflatable knee air bags.

Bespoke from Italy: a vivid array of colours, materials and design details

Adding to the excitement of owning an Alfa Romeo Giulia are the personalization options that each enthusiast can select directly from Italy.

Up to 13 exterior colours are available, and include: Rosso Alfa (Red), Alfa Black, Alfa White, Vulcano Black Metallic, Silverstone Grey Metallic, Montecarlo Blue Metallic, Vesuvio Grey Metallic, Imola Titanium Metallic, Stromboli Grey Metallic, Lipari Grey Metallic, Monza Red Metallic, Trofeo White Tri-Coat, and Rosso Competizione Red Tri-Coat.

Inside, a variety of interior combinations are available across the Alfa Romeo Giulia model lineup. Five different seat styles, including two sport seats, plus four different interior trims, which include genuine Dark Grey Oak, Light Walnut, and brushed aluminum, can also be selected. Exclusive to Giulia Quadrifoglio, an array of five premium leather and Alcantara interior combinations paired with carbon fibre are available. First, an all-Black interior with a choice of Black, White and Green or Red accent stitching. A two-tone Black with Red interior with Red accent stitching further highlights the brand's Italian design. For a bespoke look, Alfa Romeo Giulia Quadrifoglio also offers a two-tone Black with Ice interior combination with signature Green and White Quadrifoglio accent stitching that pulls from Alfa Romeo's historic and high-performance logo.

Nine wheel designs are available across the Giulia lineup, ranging in size from 17 inches to 19 inches in diameter, along with Light and Dark Grey finishes. Specific to the Alfa Romeo Giulia Quadrifoglio are staggered fitting 19 x 8.5-inch (front) and 19 x 10-inch (rear) lightweight forged aluminum "Technico" wheels in Light, or optional Dark Grey finish. In addition, Alfa Romeo's signature five-hole-design alloy wheels in Light or Dark Grey finish are also available.

For audiophile customers, Alfa Romeo Giulia offers the sophisticated Sound Theatre by Harman Kardon, which delivers detail-rich audio output. The heart of the Sound Theatre system is a 900-watt 12-channel class D amplifier, which distributes clear sound through a system of 14 speakers for superior listening quality. Logic 7 sound technology is used to obtain a surround effect from different high-resolution sources and harmoniously uniform stereo playback. With this sound system, occupants can experience the premium quality for which Harman Kardon is famed.

Quadrifoglio: superstition becomes super performance

The history of the Quadrifoglio dates back to the 1923 Targa Florio, one of the oldest and most famous racing events of all time – a dangerous and thrilling open road endurance race held in the Mountains of Sicily.

Leading up to the 1923 racing season, Ugo Sivocci – an incredibly superstitious driver – was a perennial second-place finisher, more often than not behind one of his Alfa teammates. So going into the Targa Florio race, and in an effort to banish his bad luck, the superstitious Sivocci decided to paint a four-leaf clover on the side of his 1923 Targa Florio RL. Sure enough, in his first race with the green four-leaf clover, or Quadrifoglio, on his car Sivocci won.

However, a few weeks after the Targa Florio victory, Sivocci was testing a new Alfa car at the legendary Monza

racetrack. There had been no time to paint Ugo's good luck symbol on the car and tragically he crashed and lost his life – and a legend was born.

The four leaf clover on Sivocchi's car was encased in a square box, while all future clovers were encased in a triangle, with the missing point symbolizing the loss of Ugo Sivocchi. From that day forward, the four-leaf clover became the symbol of all Alfa Romeo race cars and later the mark of Alfa's high performance street vehicles.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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