

Alfa Romeo Debuts New Campaign 'Control'

- “Control” to run across broadcast, cable television, digital streaming and social media channels
- 2020 Alfa Romeo Giulia and Stelvio are featured in the video
- Voice-over by Alexander Skarsgård, who appeared in the earlier Alfa Romeo campaign “Type A”
- Music features “Control” track by Emmit Fenn

October 14, 2020, Auburn Hills, Mich. - Alfa Romeo is launching a new campaign titled “[Control](#)” across select broadcast and cable television networks, digital streaming and online video placements. The spot, with voice-over by actor Alexander Skarsgård, who appeared in the Alfa Romeo “Type A” campaign earlier this year, shines a spotlight on both the 2020 Alfa Romeo Giulia Quadrifoglio and Stelvio Quadrifoglio.

“For Alfa Romeo, the driver is always at the center,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “This driver-centered focus, highlighted by the new campaign, is enhanced by Alfa Romeo’s updated cockpits featuring premium appointments, a standard 8.8-inch center touchscreen display, state-of-the-art connectivity and available level II autonomous driving capability, offering our customers more options, ‘control’ and an exhilarating driving experience.”

The video features choreographed stunts with the Alfa Romeo Giulia and Stelvio, shooting the vehicles with long-exposure video, which creates light trail visuals, showcasing the design, performance and control that drivers have in their hands when behind the wheel of an Alfa Romeo.

The music in the spot, “Control,” is by Emmit Fenn. The video was created in partnership with GSD&M.

Alfa Romeo Giulia and Stelvio

For the 2020 model year, both the Alfa Romeo [Giulia](#) and [Stelvio](#) received significant interior and technology updates, including enhanced driver touchpoints. Per AutoPacific’s [2020 Vehicle Satisfaction Awards](#), owners recognized the improvements, elevating Alfa Romeo’s core models to best-in-class satisfaction scores for Standard Luxury Car (Giulia) and Standard Luxury Crossover SUV (Stelvio).

The Giulia earned top marks for its safety features, infotainment, pricing, front-seat comfort and increased Advanced Driver Assistance Systems (ADAS) content, while the Stelvio received high ratings for its pricing, driver’s seat ingress/egress and exterior size and design. Both models scored best-in-class for handling and fun to drive, hallmarks of the brand’s exhilarating performance and dynamics.

Alfa Romeo

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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