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Chrysler Canada - The Attainable Supercar: All-new 2015 Alfa Romeo 4C Coupe Delivers Groundbreaking Italian Design, Advanced Technological Solutions and Supercar-level Performance

Only 500 serialized 2015 Alfa Romeo 4C Launch Edition coupes will be available through 86 Alfa Romeo dealerships (Four in Canada) this summer with a Canadian MSRP of \$75,995; followed by the standard Alfa Romeo 4C coupe arriving in the fall with a Canadian MSRP of \$61,995

- Arriving in the third-quarter, the all-new 2015 Alfa Romeo 4C coupe spearheads the Italian sports car brand's return to North America with an MSRP as low as \$61,995
- Mid-engine proportions and inspiration from the brand's racing traditions highlight Alfa Romeo 4C's purposeful design for maximum performance
- Unique set of advanced materials and technological solutions from Formula 1: carbon fibre monocoque, aluminum chassis structures and a composite body shell for an ultra-lightweight design with supercar-level performance
- State-of-the-art powertrain technology: all-aluminum 1750 cc direct-injection turbocharged I4 engine with intercooler, dual variable-valve timing and advanced scavenging technology is paired to a blistering fast Alfa Twin-Clutch Transmission (TCT) with Alfa DNA selector
- Excellence made in Italy: Alfa Romeo 4C combines the best technical and manufacturing competencies of two brands, Alfa Romeo and Maserati

June 16, 2014, Windsor, Ontario - Alfa Romeo is taking the supercar segment by storm – offering the all-new 2015 Alfa Romeo 4C coupe at a fraction of the price of other exotic supercars, thanks to groundbreaking Italian design and a unique set of technological solutions that are authentic and fully respect the brand's DNA and motorsport tradition.

"The all-new 4C marks the return of 'the great Alfa Romeos' and represents the purest formation of the brand's DNA with its supercar-levels of performance and innovation, all while focusing on making the driver an integral part and completion of the machine," said Harald Wester, CEO of Alfa Romeo. "With its technological solutions derived directly from Formula 1, the Alfa Romeo 4C creates an infusion of body and machine, an extension of its driver's soul that is ready, capable and willing to respond and deliver."

The Alfa Romeo brand's return this summer will start with the uniquely appointed and individually serialized (1 – 500) Alfa Romeo 4C Launch Edition with a MSRP of \$75,995; followed by the standard 4C coupe arriving in the fall with a MSRP of \$61,995. An initial group of 86 Alfa Romeo dealers will be the first to sell the limited-edition 4C Launch Edition coupe and proceeding 4C coupe. The list of Alfa Romeo dealers in North America can be found at: <http://media.chrysler.com/newsrelease.do?id=15705&mid=1>

Designed to be innovative and revolutionary

The all-new 2015 Alfa Romeo 4C highlights the brand's DNA that separates it from all the other marques:

- Most advanced and innovative engines
- A nearly perfect 50-50 weight balance
- A unique set of technical solutions
- Class exclusive power-to-weight ratios
- Groundbreaking design, functional and distinctly Italian

Acronym 4C

The Alfa Romeo 4C is inspired by the century-old tradition of Alfa Romeo and projects the brand's authentic values into the future: Italian style, performance and engineering excellence, offering maximum driving satisfaction in total safety. 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 1750 cc turbocharged direct injection four-cylinder engine.

A tradition of essential beauty and function

The inspiration for the all-new 2015 Alfa Romeo 4C dates back to the 1967 33 Stradale, the homologated version of the racing Type 33, which is considered one of the most beautiful cars of all time. Like the 33 Stradale that combined extreme mechanical and functional requirements with undeniable Alfa Romeo style and performance – the Alfa Romeo 4C coupe shares its body forms and follows this performance tradition with an undoubtedly Italian-styled composite body "clothing," a state-of-the-art carbon fibre and aluminum structure, and a high-performance turbocharged engine.

With a purpose-built cockpit inspired by the legendary 1967 33 Stradale, entering the interior of the all-new Alfa Romeo 4C means entering a world derived from motorsport – only essential components for performance are integrated. Two composite-framed sport seats, thermoformed dashboard and exposed carbon fibre monocoque highlight the coupe's technological uniqueness. Furthermore, a driver-oriented cockpit with flat-bottom performance steering wheel with paddle-shift controls and aluminum pedals speak to the brand's racing spirit. Emphasizing the Alfa Romeo 4C's advanced technology and focus on lightweight technical solutions is a 7-inch full-colour thin-film transistor (TFT) instrument cluster that displays simple, high-impact graphics to keep the driver focused on the road, or track ahead.

Ultra-lightweight: carbon fibre, aluminum and composites structures

To create the ultra-lightweight architecture needed for maximum performance and dynamic efficiency, Alfa Romeo 4C engineers looked to Formula 1 and only the most advanced supercars for state-of-the-art materials. The result is a monocoque made entirely of carbon fibre that delivers extraordinary stiffness and strength. Attached to the Alfa Romeo 4C's exotic monocoque are front and rear cell structures, roof reinforcements and an engine-mounting frame made from lightweight aluminum.

Alfa Romeo engineers continued the use of state-of-the-art materials by creating the bodywork entirely of Sheet Moulding Compound (SMC), a low-density, high-strength composite material that is 20 per cent lighter and dimensionally more rigid than steel. Providing the ability to create complex shapes while saving weight by 20 per cent compared to steel are PUR-RIM (injected polyurethane) fascias and rear spoiler. Engineers even optimized the Alfa Romeo 4C's windshield and side windows by using 10 per cent thinner glass to reduce weight by up to 15 per cent.

Finally, two sport seats feature a carbon fibre and fibreglass reinforced-composite structure to deliver the strength and seating position needed for performance driving.

Supercar performance, compact size

Thanks to Alfa Romeo 4C's advanced technological solutions and compact size, the coupe demonstrates its precision, agility and performance credentials with:

- The 4C exudes proportions of exotic supercars, dimensions include:
 - 400 cm (157.0 inches) overall length
 - 186 cm (73.5 inches) overall width
 - 118 cm (46.6 inches) overall height
- 258 km/h top speed
- 0-to-100 km/h acceleration = mid-4 second range
- 0.335 Coefficient of drag (Cd)
- Lateral acceleration > 1.1 g
- Maximum braking deceleration > 1.25 g
- 1,050 kg (2,315 lbs.) dry weight
- 1,118 kg (2,465 lbs.) curb weight
- 4.7 kg/horsepower (10.4 lbs./horsepower) curb weight-to-power

High-tech 1750 Turbocharged I4 engine and Alfa TCT pair for exceptional performance and drivability

The engine is the beating heart of any Alfa Romeo, and for the Alfa Romeo 4C, it beats to an all-new 1750 cc direct-injection 237 horsepower all aluminum engine. To ensure exceptional performance and drivability on the racetrack or city streets, this new engine features cutting-edge technical solutions, including direct-injection, intercooler, dual (intake and exhaust) continuous variable-valve timing (VVT), a camshaft with eight counterweights, and intake and exhaust systems optimized for Alfa Romeo 4C's mid-engine layout.

A new generation turbocharger features a pulse-converter exhaust manifold to exploit pressure waves and boost torque at low-engine speeds. A waste gate valve adjusts turbo pressure and improves the engine's efficiency. Advanced scavenging technology enables the Alfa Romeo 4C to maximize torque at low engine speeds and deliver more response to driver input by increasing combustion efficiency and turbine speed, all while eliminating turbo lag. As a result, torque delivery is instantaneous, with a peak of 258 ft.-lb.; 80 per cent of which is available at only 1,700 rpm.

Teamed to the all-aluminum engine is a paddle-shifting Alfa TCT, which has been specifically tuned for the all-new Alfa Romeo 4C. With its uniquely calibrated software that adjusts with the Alfa DNA system, the Alfa TCT's gearshifts are designed to become most aggressive in the Dynamic and Race modes. The Alfa TCT system also integrates a "launch control" mode – delivering the utmost acceleration possible as soon as the driver releases the brake.

Innovative Alfa DNA selector

The all-new Alfa Romeo 4C features the brand's innovative Alfa DNA selector with "Race" mode – enabling the driver to optimize the right level of performance through four modes. With a touch of the Alfa DNA selector, the character of the Alfa Romeo 4C can be changed to (in order of increasing capability):

- All-weather – designed to ensure maximum control under adverse weather conditions and enables gentler accelerator input and special engine and brake control logic to match road speed and prevent skidding
- Natural – designed for everyday use. Gearshift parameters can configure for maximum comfort and smoothness
- Dynamic – enables improved driving performance via a more aggressive powertrain calibration and less intrusive electronic stability control (ESC) setting
- Race – is the most extreme performance mode, putting the driver in total control of the car under race conditions. ESC and anti-slip regulation (ASR) are deactivated to allow the driver to control traction through the accelerator pedal. The Alfa Romeo Electronic Q2 differential control system remains active for fast exits out of corners or bends
 - In Race mode, launch control can be activated, allowing the Alfa Romeo 4C to deliver supercar-level 0-to-100 km/h acceleration blasts in the mid-4 second range. For driving convenience in Dynamic, Natural or All-weather modes, the Alfa Romeo TCT gearbox can utilize an "auto" mode.

4C combines the best technical and manufacturing competencies of Alfa Romeo and Maserati

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 Centre 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.

Limited to 500 serialized units: 2015 Alfa Romeo 4C Launch Edition

For "Alfisti" in North America, a special 2015 Alfa Romeo 4C Launch Edition will be made available midyear. These first 500 Alfa Romeo 4C coupes will be serialized and include the following appointments:

- Rosso Alfa, Rosso Competizione or Madreperla White exterior paint
- Bi-xenon headlamps with LED illuminated daytime running lights

- Front fascia with side air intakes
- Carbon fibre rear spoiler and mirror caps
- Race suspension tuning with front- and rear-sway bars and shock absorbers
- Racing exhaust
- Staggered 18-inch (front) and 19-inch (rear) forged aluminum wheels painted in Dark Grey
- Red lacquered brake calipers
- Sport seats with black microfibre
- Leather wrapped instrument panel and door panels
- Red or White interior accent stitching on the instrument panel steering wheel, floor mats and door handles
- Interior Carbon Fibre Trim Plates
 - Cluster Bezel
 - Gear Shift Bezel
 - Passenger Side Trim Plate
- Serialized "Launch Edition" plaque

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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