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## **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-liter, direct-injection turbo engine with eight-speed automatic transmission delivers a class-leading, standard 280 horsepower and 306 lb.-ft. of torque, allowing it to launch from 0-to-60 miles per hour (mph) in 5.1 seconds, and achieve a top speed of 149 mph
- The innovative 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 and a record-setting 7:32 seconds 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, Auburn Hills, Mich. - Expanding Alfa Romeo's lineup beyond the ultra-high performance Giulia Quadrifoglio, Giulia and Giulia Ti models further highlight the first of a new generation of vehicles embodying Alfa Romeo's *La meccanica delle emozioni* (the mechanics of emotion) spirit, 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, CEO of Alfa Romeo. “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**

#### 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-liter direct-injection turbo engine with eight-speed automatic transmission delivering a class-leading, standard 280 horsepower, class-exclusive carbon fiber driveshaft, dual exhaust system with bright tips, leather seating, 7-inch full-color TFT, a 6.5-inch or 8.8-inch industry-first hidden widescreen infotainment display, Alfa DNA Drive Mode Selector with Dynamic, Natural and Advanced Efficiency vehicle behavior 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 Q4 all-wheel-drive system (AWD) is also available on Giulia and Giulia Ti models, while available Sport, Lusso and Performance packages will further add to this Alfa Romeo model'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 7:32 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-liter V-6 twin-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 (mph) acceleration in 3.8 seconds. The Giulia Quadrifoglio features exclusive enhancements for maximum performance, including high-performance front and rear fascias; carbon fiber lightweight materials, including hood, active aero front splitter, rocker panel moldings 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 Quadrifoglio-exclusive leather-wrapped steering wheel with accent stitching and performance contours; leather-wrapped instrument panel with accent stitching; carbon fiber 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 Drive Mode 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 200 mph speedometer, cylinder deactivation system, Blind-spot Monitoring, Rear Cross Path detection, vehicle alarm and high-performance bi-xenon headlamps offering auto-leveling technology, adaptive cornering and headlamp washers.

Ultra-high performance options further optimize Alfa Romeo's 191 mph sedan's lightweight design and track-proven capabilities:

- Ultra-lightweight carbon fiber 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-percent weight reduction compared to cast iron discs, further reducing unsprung mass to improve handling, while enabling a 60-0 mph stopping performance in an impressive 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 rear-wheel drive architecture that delivers benchmark-level performance thanks to a primary focus of 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 rear-wheel-drive layout, 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 fiber – 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-color 7-inch TFT cluster straddled by two large white-on-black face analog gauges.

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

### **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 280 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-liter direct-injection all-aluminum, 16-valve, turbocharged and intercooled engine, designed specifically for Alfa Romeo, delivers a best-in-class 280 horsepower, 0-60 mph acceleration in 5.1-seconds, along with world-class levels of performance, efficiency and refinement.

To deliver its best-in-class 280 horsepower output and flat torque curve of 306 lb.-ft. of torque between 2,000 – 4,800 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 2,900 psi 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-liter twin-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-liter direct-injection twin-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-liter V-6 twin-turbo engine features a compact 90-degree layout and was holistically designed for a low center 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 twin-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 enable real-world performance numbers that include: best-in-class 0-60 mph in 3.8 seconds, 191 mph top speed and a record setting 7:32 Nürburgring lap time.

For improved fuel efficiency and to take advantage of the all-aluminum 2.9-liter twin-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 twin-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.

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

When equipped with the intelligent 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 percent of the 2.0-liter direct-injection all-aluminum turbo engine's torque to the front axle.

The innovative Q4 AWD system is linked to the Giulia's Chassis Domain Controller (CDC) and driver-adjustable Alfa DNA Drive Mode Selector – 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 multi-disk clutches and two brakes) minimize the drag loss and increase the transmission efficiency, thanks to the new multi-disk 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 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 rear-wheel-drive 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 rear-wheel-drive platform with a low center 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 (CDC)

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, Alfa Active suspension system 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 (IBS)

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 behavior 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 fiber front chin 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 of downforce while operating between 62 mph and 143 mph.

#### 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:

- **Full-speed 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 colors, 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 11 exterior colors are available, and include: Rosso Alfa (Red), Alfa Black, Alfa White, Vulcano Black Metallic, Silverstone Gray Metallic, Montecarlo Blue Metallic, Vesuvio Gray Metallic, Stromboli Gray Metallic, 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. Four different seat styles, including luxury and sport seats, plus six different interiors, which include genuine Dark Gray 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 fiber are available. First, an all-Black interior with a choice of Dark Gray, 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 Gray 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 "Tecnico" wheels in Bright, or optional Dark finish. In addition, Alfa Romeo's signature five-hole-design alloy wheels in Bright or Dark finish are available.

For audiophile customers, Alfa Romeo Giulia offers the sophisticated Harman Kardon Premium Audio System, 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. 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 Sivocci'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 Sivocci. 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.

### **About Alfa Romeo**

Since its foundation in Milan, Italy, in 1910, Alfa Romeo has designed and crafted some of the most stylish and exclusive cars in automotive history. That tradition lives on today as Alfa Romeo

continues to take a unique and innovative approach to designing automobiles. The Alfa Romeo Stelvio sets a new 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. The Giulia Quadrifoglio and the Stelvio Quadrifoglio feature Alfa Romeo's most powerful production engine ever with best-in-class 0-60 mph times of 3.8 and 3.6 seconds, respectively. Rounding out Alfa Romeo's world-class lineup is the handcrafted Alfa Romeo 4C Spider. Alfa Romeo is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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