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Alfa Romeo Announces Pricing for All-new 2017 Giulia Lineup

Premium Mid-size Sedan Named "Car of the Year" by *Top Gear Magazine* Starts at \$37,995 MSRP & Record-Breaking 505-hp Quadrifoglio at \$72,000 MSRP

- All-new Giulia lineup combines Italian craftsmanship, class-leading performance, state-of-the-art technology and a passion for driving for the premium mid-size market
- Giulia nameplate reflects a 55-year heritage of Alfa Romeo's lightweight, performance sedan tradition and more than 100 years of brand history, carving its legend on road courses around the globe
- Stunning Italian design and crafted by Alfa Romeo artisans at the Cassino plant in Frosinone, Italy
- All Giulia models feature a near perfect 50/50 weight distribution, class-leading power and performance and an eight-speed automatic transmission with available column-mounted paddle shifters with gear shifts in less than 100 milliseconds
- Giulia is very well-equipped with standard premium features, including a 280-hp turbocharged and intercooled 2.0L engine delivering 0-60 mph in 5.1 seconds, DNA Mode, leather interior, bi-xenon headlamps, dual exhaust, carbon fiber driveshaft, flat-bottom steering wheel, 7-inch TFT and much more
- Giulia Ti (Turismo Internazionale) adds 18-inch aluminum wheels, genuine wood interior accents, heated front seats, heated steering wheel, 8.8-inch widescreen infotainment with SiriusXM and much more
- Giulia Ti Sport adds Quadrifoglio-inspired unique front and rear fascias, 19-inch dark 5-hole aluminum wheels, 12-way power high-performance leather seats, aluminum column-mounted paddle shifters, sport steering wheel, genuine aluminum interior accents, gloss-black window trim surround and colored brake calipers
- State-of-the-art Q4 all-wheel-drive system available on Giulia and Giulia Ti
- Giulia Quadrifoglio features distinct styling and the most powerful engine ever developed in a production Alfa Romeo with an all-new 505-hp 2.9L twin-turbo intercooled V-6, carbon fiber hood, roof and rear spoiler, adaptive performance suspension, DNA Pro with Race Mode, torque vectoring, carbon fiber active aero front splitter, carbon fiber interior accents, 3D Navigation and much more
- Giulia and Giulia Ti go on sale in January 2017 with an MSRP of \$37,995 and \$39,995, respectively
- Giulia Quadrifoglio goes on sale this month with an MSRP of \$72,000

December 8, 2016, Auburn Hills, Mich. - Alfa Romeo today announced pricing for the highly anticipated [2017 Alfa Romeo Giulia](#) lineup.

"The all-new Giulia is the result of our passion for Italian style, craftsmanship and performance," said Reid Bigland, Head of Alfa Romeo. "Crafted in Italy, the Giulia lineup sets an entirely new benchmark for the segment as the world's fastest four-door production sedan, featuring class-leading engines, an all-new exclusive architecture, stunning design and state-of-the art technology, available starting from \$37,995 MSRP."

Built around the driver, Alfa Romeo Giulia designers focused on simplistic elegance, with an emphasis 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 engine start button. Behind the steering wheel, the Giulia features a

full-color 7-inch thin-film transistor (TFT) instrument cluster straddled by two large white-on-black face analog gauges.

[Giulia Quadrifoglio](#) stands as the most powerful Alfa Romeo production car ever with its 2.9L twin-turbo V-6 engine producing a class-leading 505 horsepower and 443 lb.-ft. of torque. The [Giulia and Giulia Ti](#) models feature an all-new, all-aluminum, 2.0-liter, direct-injection turbo engine with an eight-speed automatic transmission delivering a class-leading, standard 280 hp and 306 lb.-ft. of torque.

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.

2017 Alfa Romeo Giulia

- Manufacturer's suggested retail price (MSRP) for the 2017 Alfa Romeo Giulia is \$37,995 (excluding \$995 destination)
- Optional Q4 all-wheel-drive (AWD) system available for \$2,000 MSRP
- Alfa Romeo Giulia features an all-new, all-aluminum, 2.0-liter, direct-injection turbocharged engine that generates a class-leading, standard 280 horsepower and 306 lb.-ft. of torque. Paired with an eight-speed automatic transmission, Giulia launches from 0-60 mph in 5.1 seconds, on the way to a top speed of 149 mph
- The all-new, well-equipped Alfa Romeo Giulia comes standard with leather seats, 10-way power front seats including 4-way lumbar, bi-xenon headlamps with signature LED daytime running lights and LED tail lamps, dual exhaust, back-up camera with dynamic gridlines and rear park sensors, bright chrome window trim surround, remote proximity sensor with push button start, remote start, 7-inch full-color TFT display and much, much more
- Available Sport Appearance Package (\$1,250 MSRP) adds unique front and rear fascias, 18-inch aluminum sport wheels, gloss black window trim surround and colored brake calipers

2017 Alfa Romeo Giulia Ti

- MSRP for the 2017 Alfa Romeo Giulia Ti model is \$39,995 (excluding \$995 destination)
- Optional Q4 AWD system available for \$2,000 MSRP
- In addition to the expansive list of standard features in the all-new Giulia, Giulia Ti adds even more luxury and convenience offerings, including standard 18-inch wheels, genuine wood interior accents, an 8.8-inch widescreen infotainment display, SiriusXM, heated steering wheel, heated front seats and more
- Available Ti Sport and Ti Lusso packages (priced at \$2,250 MSRP each) provide drivers with two unique offerings that further accentuate the bold characteristics of Giulia Ti
- Ti Sport adds unique front and rear sport fascias, 19-inch dark 5-hole aluminum wheels, gloss black window trim surround, colored brake calipers, 12-way front power sport leather seats, including 4-way lumbar and power side bolsters, along with manual thigh extenders, sport leather steering wheel and aluminum column-mounted paddle shifters
- Ti Lusso includes Luxury Pieno Fiore Italian leather seats with Cannelloni inserts, 12-way power front seats including 4-way lumbar, leather-wrapped dash and upper door trim with accent stitching, genuine wood trim in dark grey oak or light walnut, luxury steering wheel and more
- Ti Performance Package adds an adaptive performance suspension, mechanical limited slip differential and aluminum column-mounted paddle shifters

2017 Alfa Romeo Giulia Quadrifoglio

- MSRP for the 2017 Alfa Romeo Giulia Quadrifoglio model is \$72,000 (excluding \$1,595 destination)
- Includes the iconic hand-painted Quadrifoglio (four-leaf clover) badge that is symbolic of legendary Alfa Romeo race cars and high-performance production cars
- As the "halo" model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo's motorsport knowhow with an all-new, best-in-class, 505-horsepower, 2.9-liter twin-turbo V-6 engine that earns the title of the most powerful Alfa Romeo production car engine ever and the quickest with a class-leading 0-60 mph time of 3.8 seconds, plus it enabled a record-setting 7:32 Nürburgring lap time – the fastest ever by a four-door production sedan

- Giulia Quadrifoglio also includes unique exterior styling, carbon fiber hood, roof, rear spoiler and side sill insert, carbon fiber active aero front splitter, DNA Pro with Race Mode and adjustable performance suspension, 19-inch aluminum wheels with Brembo brakes, high-performance leather seats with 14-way power front seats including 4-way lumbar, leather-wrapped dash and doors with accent stitching, carbon fiber interior trim and much more

All three Giulia models offer:

- 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 Giorgio architecture
- Unique Italian style and craftsmanship to the premium mid-size sedan segment
- A 55-year heritage of Giulia's lightweight, performance sedan tradition and more than 100 years of brand history, carving its legend on road courses around the globe

Global recognition

Since its reveal, the Alfa Romeo Giulia has captured several third-party accolades, including:

- **Top Gear Magazine:** [Giulia Quadrifoglio named 'Car of the Year'](#)
- **The Car Connection:** [Giulia named "2017 Driver's Choice Award for Best New Luxury Car"](#)
- **Hispanic Motor Press:** [Giulia Named 2017 Auto del Año® \(Car of the Year\) in Mid-size Sedan Segment](#)
- **Auto Bild and Bild am Sonntag:** [Giulia named the most beautiful car of 2016 as it wins "Golden Steering Wheel"](#)
- **Italian Union of Motoring Journalists:** [Giulia wins "Auto Europa 2017" award](#)
- **2016 Miami International Auto Show:** [Quadrifoglio named "Star of the Show"](#)

Giulia and Giulia Ti models

The 2017 Alfa Romeo Giulia and Giulia Ti have entered the market to continue a 55-year nameplate heritage of high-performance sport sedans. The Giulia Ti honors the historic *Turismo Internazionale* sport sedan racing class, which was dominated by Alfa Romeo in decades past. Today, the all-new Giulia and Giulia Ti are the resulting product of over 100 years of Alfa Romeo history, innovation and experience, all combined to deliver a class-leading driving machine with unmistakable Italian style.

The all-new 2017 Alfa Romeo Giulia and Giulia Ti radiate this Italian style, craftsmanship and performance through a comprehensive list of standard features, which include an all-new, all-aluminum 2.0-liter direct injection turbocharged and intercooled engine delivering a class-leading standard 280 horsepower and 306 lb. ft. of torque, DNA Mode featuring Dynamic, Natural and Advanced Efficiency modes, 8-speed automatic transmission, class-exclusive carbon fiber driveshaft, dual exhaust with bright tips, 4-wheel disc brakes with ABS, Electronic Stability Control and eight airbags.

Additional standard features include bi-xenon headlamps with LED daytime running lights, LED tail lights, bright chrome window trim surround, keyless entry with proximity sensor, remote start and 17-inch aluminum wheels.

On the inside, Giulia features standard leather seating, 10-way power front seats including 4-way lumbar, driver memory system, piano black accent trim, flat-bottom leather-wrapped steering wheel with integrated F1-inspired push button start, ambient lighting, 7-inch TFT, 6.5-inch infotainment system with rotary controller, rear back-up camera with dynamic grid lines and rear park sensors, 8-speaker audio system, dual zone automatic climate control and more.

In addition to the expansive list of standard features in the all-new Giulia, Giulia Ti adds even more luxury and convenience offerings, including standard 18-inch wheels, genuine wood interior accents, an 8.8-inch widescreen infotainment display along with heated steering wheel and heated front seats, while available Sport and Lusso packages further add to the performance and style of Giulia Ti.

When equipped with optional Q4 AWD 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.

Giulia Ti also offers drivers three key packages, providing drivers a unique collection of available features that further accentuate the bold Alfa Romeo characteristics:

- **Ti Sport** adds unique front and rear sport fascias, 19-inch dark 5-hole aluminum wheels, gloss black window trim surround, colored brake calipers, 12-way front power sport leather seats, including 4-way lumbar and power side bolsters, along with manual thigh extenders, sport leather steering wheel, aluminum column-mounted paddle shifters
- **Ti Lusso** includes Luxury Pieno Fiore Italian leather seats with cannelloni inserts, 12-way power front seats including 4-way lumbar, leather-wrapped dash and upper door trim with accent stitching, genuine wood trim in dark grey oak or light walnut, luxury steering wheel and more
- **Ti Performance Package** adds an adaptive performance suspension, mechanical limited slip differential and aluminum column-mounted paddle shifters

Giulia Quadrifoglio

Bearing the iconic Quadrifoglio badge, the all-new Giulia Quadrifoglio embodies the essence of Alfa Romeo's motorsport legacy. The beating heart of this ultra-high-performance sedan is an all-aluminum direct-injection 2.9-liter twin-turbo V-6 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. Combined with an 8-speed automatic with column-mounted paddle shifters, which shifts in less than 100 milliseconds, the culmination of these performance attributes is a record-setting time at the Nürburgring of 7:32, making the Giulia the fastest four-door production sedan in the world.

The Giulia Quadrifoglio achieves these unprecedented figures with exclusive enhancements for ultimate performance. The carbon fiber hood, roof, rocker panel moldings, rear deck-lid spoiler, and segment-exclusive drive shaft and active aero front splitter combine with aluminum body components for maximum weight savings. The 2.9-liter twin-turbo V-6 supplies its 505 horses to the 19-inch staggered aluminum wheels (19 x 8.5-inch front and 19 x 10-inch rear), wrapped with Pirelli P Zero Corsa three-season high-performance tires, through a torque vectoring differential, for increased performance in every corner and on every straight away.

Harnessing the immense power of the Giulia Quadrifoglio is a high-performance brake-by-wire Integrated Brake System with Brembo six-piston front and four-piston rear calipers. Available ultra-high-performance Brembo carbon-ceramic material (CCM) brakes deliver a 50-percent weight reduction while enabling 60-0 mph stopping performance in an impressive 102 feet.

The performance of the Giulia Quadrifoglio is foreshadowed by its uniquely elegant, yet aggressive, sense of Italian style. High-performance front and rear fascias exude the Giulia Quadrifoglio's confidence, backed by more than 100 years of Alfa Romeo legacy. Flanking the iconic "Trilobe" grille, bi-xenon headlamps with auto-leveling technology stare in the face of the competition. Sculpted, athletic lines and a powerful stance make the Giulia Quadrifoglio as pleasing to look at as it is to drive.

Inside, the Giulia Quadrifoglio includes performance front leather and Alcantara® seats, featuring 14-way power, including 4-way lumbar and power bolsters and front adjustable thigh support. Ultra-lightweight carbon fiber Sparco® racing seats are also available to provide maximum lateral support during extreme cornering. Further interior features include Quadrifoglio-exclusive leather-wrapped steering wheel with column-mounted aluminum paddle shifters, leather-wrapped instrument panel with accent stitching and genuine carbon fiber interior accents.

Other advanced technology features unique to the Alfa Romeo Giulia Quadrifoglio include the four-mode Alfa DNA Pro Drive Mode Selector that adds Race mode, Quadrifoglio-tuned adaptive suspension, Quadrifoglio instrument cluster with 200 mph speedometer and engine cylinder deactivation system.

Other standard Quadrifoglio features include 3D Navigation, Blind-spot Monitoring and Rear Cross Path detection.

Ultra-high performance options further optimize the lightweight design and track-proven capabilities of Giulia Quadrifoglio:

- Ultra-lightweight carbon fiber 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 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

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. Born from the world's greatest driving road – the Stelvio Pass – the Alfa Romeo Stelvio sets a new benchmark in performance, style and technology in an SUV that could only be from Italy. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment. Crafted by Alfa Romeo artisans at the Cassino plant in Italy, 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, which represents the purest form of La meccanica delle emozioni (the mechanics of emotion), with its race-inspired, mid-engine design and state-of-the-art, Formula 1-inspired carbon fiber monocoque chassis.

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