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## FCA Canada: Alfa Romeo 4C Honoured as Best Value Luxury Sports Car in 2017 Vincentric Best Value in Canada Awards

- The Alfa Romeo 4C was honoured with Vincentric Award for Best Value in the Luxury Sports Car category
- Value is determined using statistical analysis that incorporates the total cost of ownership of all vehicles for the 2017 model year along with the current market price of those vehicles

June 13, 2017, Windsor, Ontario - The Alfa Romeo 4C was honoured today with a Vincentric Award for Best Value in the Luxury Sports Car category.

The award-winning Alfa Romeo 4C Coupe demonstrates its rich sporting tradition with race-inspired, mid-engine design and a state-of-the-art, Formula 1-inspired carbon fiber monocoque chassis. With seating for two and the soundtrack of an Italian performance-tuned engine and exhaust, the Alfa Romeo 4C is among the most exhilarating experiences in motoring – and represents the very core of Alfa Romeo's DNA and heritage.

U.S.-based Vincentric has more than a decade of experience in automotive industry data analysis. This is the sixth year of its Best Value in Canada awards. To pick its winners, Vincentric scrutinizes objective data on vehicles in each segment of the market, factoring in everything from the cost of insurance and repair, to fuel consumption, maintenance and depreciation.

"No matter what type of vehicle a Canadian consumer is looking to purchase, we know that value is fundamental to the buying decision," said Reid Bigland, President and CEO, FCA Canada. "To have the Alfa Romeo 4C recognized by the independent experts at Vincentric with a Best Value designation in the highly competitive Luxury Sports Car category, says a lot about the quality we are putting in these vehicles."

"The Alfa Romeo 4C not only earned the Vincentric Best Value in Canada award but also demonstrated the lowest operating costs and the best fuel economy in its class," said David Wurster, President of Vincentric. "If sports car buyers in Canada are looking for great value, the 4C should be at the top of their list."

**About Vincentric**
Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Vincentric data is used by organizations such as AOL, Cars.com, FCA and other OEMs as a means of providing automotive insight to their clientele. Vincentric, LLC was founded in 2004 and is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

**About Alfa Romeo**
Since its foundation in Milan, Italy, in 1910, Alfa Romeo continues to design and craft some of the most stunning and exclusive cars in automotive history, all while building on a racing heritage that includes some of the most talented and storied drivers and victories.

Crafted by Alfa Romeo artisans at the Cassino plant in Italy, the all-new 2018 Stelvio lineup is a testament to Alfa Romeo's perfect balance of engineering and emotion, creating a premium mid-size SUV for driving enthusiasts that stands out in one of the largest and fastest growing segments in the U.S. Born from the world's greatest driving road – Stelvio Pass – the all-new 2018 Alfa Romeo Stelvio sets a new benchmark in performance, style and technology in an SUV that could only be Italian. The innovative Q4 all-wheel-drive (AWD) system – standard on all Stelvio models, including the Quadrifoglio, provides additional driving confidence and superior control. Infused with Italian passion, craftsmanship and innovation, the all-new Alfa Romeo Stelvio will conquer the winding road for which it is named.

As the first of a new generation of vehicles on an all-new platform, the 2017 Alfa Romeo Giulia and Giulia Ti models embody Alfa Romeo's La meccanica delle emozioni (the mechanics of emotion) spirit, delivering race-inspired performance with a class-leading 280 horsepower, advanced technologies that include the available Q4 all-wheel-drive system, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment. As the "halo" model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo's motorsport knowhow with a 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 Nürburgring lap time of 7:32 – the fastest ever by a four-door production sedan.

The handcrafted 2017 Alfa Romeo 4C Coupe represents the purest form of La meccanica delle emozioni, with its race-inspired, mid-engine design and state-of-the-art, Formula 1-inspired carbon fiber monocoque chassis that enables an incredible power-to-weight ratio and with advanced technologies, including the all-aluminum 1750 turbocharged and intercooled engine with direct-injection and dual variable-valve timing, which enables supercar-level performance, including 0-60 mph in 4.1 seconds.

**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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