

## The New Alfa Romeo Tonale Concept Vehicle: Electrification Meets Beauty And Dynamism

- First Alfa Romeo plug-in hybrid premium compact SUV makes its debut at 2019 Geneva International Motor Show
- Distinctive features of Italian style are projected into the future, striking the perfect blend of valued heritage and anticipation of a new evolution for Alfa Romeo
- In keeping with Alfa Romeo's DNA, every detail is designed according to the driver's needs
- Tonale premium compact SUV concept is Alfa Romeo's take on electrification: state-of-the-art technology and enticing driving dynamics

March 5, 2019, Turin, Italy - Alfa Romeo is breaking into the electric vehicle world at the 2019 Geneva International Motor Show, revealing the new concept of the Alfa Romeo Tonale premium compact SUV. The Tonale is the first plug-in hybrid and the first premium compact SUV for Alfa Romeo. It rewrites the rules of today's fastest growing segment using the brand's trademark language made up of gorgeous Italian design and unparalleled driving dynamics.

### **A Premium Compact SUV Inspired By Beauty And Alfa Romeo's Design DNA**

The design of the Tonale is an expression that looks fondly into our future. Its compact dimensions embody unique Italian design and the unmistakable original and modern style typical of Alfa Romeo, striking the perfect blend of valued heritage and anticipation of a new evolution. Alfa Romeo holds dear the essence of Italian art and sculpture through the timeless "artigianale" experience of hand sculpting.

The Tonale is inspired by the beauty and nuances associated with human forms, and the organic movement of light resulted by pure lines and volumes. Its design tangibly recalls a number of time-honored style elements that are synonymous with the rich history of Alfa Romeo, with an execution that excites a modern approach to the new Alfa Romeo anatomy.

An element that echoes the tradition of Alfa Romeo's DNA is the phone dial wheel. The Tonale's 21-inch wheel design displays this through a lightweight architectural construction, creating an honest and impactful execution of the circular theme. The lineage of the phone dial wheel dates back to the 1960s, worn proudly on the iconic 33 Stradale. The distinctive Tonale wheel design is also celebrated harmoniously with an exclusive Pirelli tire scheme.

The bold, elegant volumes of the body side make reference to a seemingly distant past, recalling the sensual qualities found in the pure forms of the Duetto and the Disco Volante Spider, while the Tonale's "Linea GT" interprets the tension and confidence of the pouncing stance found on the beloved GT Junior. The front end sports Alfa Romeo's signature "Trilobo" and the distinctive "Scudetto" grille that serves as the central point of strength, driving the speed and fluidity that moves throughout the Tonale. Flanking the iconic "Scudetto" and completing the front monographic is the "3 plus 3" forward lighting that evokes the proud gaze reflective of the SZ and Brera. The rear of the Tonale is elegantly defined by an enveloping window volume, complemented on top by the suspended wing that enhances the continuity between the transparent roof and the rear window itself. As every Alfa Romeo design is cared for through the human touch, the rear lighting is reminiscent of an artistic signature, rather than an optical lighting element ... a sort of luminous signature born directly from the artist's hand.

With the inspiration of Alfa Romeo's racing history at the core, the Tonale interior design conjures the passion associated with providing a spirited drive through dynamic form and pure sculpture. The interior of the Tonale is very driver oriented and the overall layout is designed comfortably for four passengers. The hand-drawn gestural lines stretch throughout the environment to create a muscular tension, as if what surrounds you is ready to lunge forward. The emotional significance of the Tonale interior is also generated by the contrast of rich materials, such as the cold

solidity of aluminum combined with the soft and welcoming warmth of the leather and Alcantara. Inside there are translucent backlit panels, such as the central tunnel, providing the perfect location for the essential Alfa Romeo element, the DNA drive mode selector. The Tonale interior provides an inclusive experience, with details typically reserved for the exclusive. The interior is immersive and welcoming, with the dynamic attributes appreciated by those who love to drive.

The Tonale concept vehicle is equipped with the highest levels of technology to ensure a connected, comfortable and dynamic user experience, while keeping the pleasure of a sporty drive at the forefront.

The driver's attention will be on the road, with the peripheral focus on a 12.3-inch full digital cluster and a 10.25-inch touchscreen central head unit. The new infotainment features a seamless and fluid multitasking interface that allows the driver to have all the latest features and functionality readily available at their fingertips. The Tonale allows the driver to be fully connected to the Alfa Romeo Lifestyle and Social communities, realized and presented through the new infotainment features, "**Alfista**" and "**Paddock**".

- "**Alfista**" is an immersive Alfa Romeo Lifestyle experience, providing a fully connected interface with select Alfa Romeo clubs and community events, such as gatherings, drives and meets. This in-vehicle app allows the driver access to live news and updates about the current happenings of the Alfa Romeo brand. The customer has the ability to confirm attendance to events and gatherings, order Alfa Romeo Racing tickets, as well as apply for opportunities to win VIP access to special Alfa Romeo sponsored events, just to name a few.
- "**Paddock**" is the Alfa Romeo Tonale in-vehicle garage and market for real-time viewing and purchasing of the latest interior and exterior performance upgrades and equipment. The Paddock app also enables the customer to scroll through the latest offerings of Alfa Romeo Merchandise and Apparel, which can be ordered direct with the touch of the screen.

The Alfa Romeo Tonale is our look into the future of the premium compact SUV segment, creating a holistic creative expression and through the blend of beauty and technology. For Alfa Romeo Design, it is our "opera d'arte," or piece of art ... otherwise expressed as our **Alfa Romeo Tonale**.

### **Authentically Alfa Romeo**

The Tonale marks the debut of the brand in the premium compact utility vehicle segment and does so in line with the characteristics that have always identified each Alfa Romeo model. The goal is to deliver the best driving dynamics in the segment and to apply electrification in perfect Alfa Romeo style.

It is the natural evolution of the brand on the way toward propulsive synergy capable of enhancing performance and driving dynamics. Rather than simply adapting to new standards, with the Tonale concept car Alfa Romeo is reinterpreting its own DNA to capture the new idea of beauty, energy, harmony, efficiency and driving user-friendliness.

The electrification of Alfa Romeo comes at the service of sportiness and emphasizes the famous "Mechanics of Emotions" mission of the brand. For this reason, it has no need to express itself through signatures or decided livery, but just with small details such as the Alfa logo, or "Biscione" in hybrid optics, a small yet definitive detail that enhances the Tonale. The rear electric engine opens the way to new technological solutions that offer driving dynamics, maximizes the drive and the pleasure of sporty driving. The evolution is also evident in the drive modes managed by Alfa D.N.A. From the beginning on the 4C and through the development with Giulia and Stelvio, it has reached the Tonale and now implements specific energy management functions.

- "**Dynamic**" mode evolves into "**Dual Power**" mode and guarantees maximum output from the two engines
- "**Natural**" mode continues to maintain the best performance optimization, and the compromise between using electric and internal combustion engines is managed automatically. This translates into everyday energy and fuel savings, but not at the detriment of performance
- The "**Advance Efficiency**" mode becomes "**Advance E**" for performance in full electric mode. So, in line with the principles of the brand, the plug-in hybrid propulsion enhances the beauty, sporty and

dynamic driving characteristics of each Alfa Romeo model, taking them to a new level. In Tonale, electrification embraces performance and represents a new way to achieve high performance and outstanding driving fun

- The infotainment touch screen features an “**E-mozione**” button, which offers specific throttle settings, sharper braking and a more direct steering response

### **Alfa Romeo Tonale**

The Tonale embodies the adventure potential of a premium compact, dynamic sport utility vehicle capable of guaranteeing the adrenaline of sporty driving inherent in the legend of the brand, in urban settings with the same ease. The hum of the electric motor accompanies the genuinely Alfa Romeo roar creating an efficient, exciting synergy at the service of driving pleasure. The energy switch to electric is the latest key page in the 109-year-long history of the Alfa Romeo legend and one which will propel the brand into the future.

This is also behind the name chosen for the new concept car. The Tonale Pass, not far from the Stelvio Pass in the Alps, is a large natural amphitheater famous for its majestic peaks, the natural spectacle of frothy waterfalls and snow all year round in a breath-taking natural setting. Directly connected to the Stelvio Pass, excitement and harmony coexist in the Tonale Pass area. The Tonale is an important development under the sign of continuity and geographical proximity, an evolution traced in time in an evocative association.

### **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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