

## **"The Alfa Romeo Experience" Offers Consumers 3D Driving Experience as Part of New "Soundtrack" Marketing Campaign**

- "Soundtrack" marketing campaign launching this month across television, social and digital extends beyond traditional media into gamification
- Beethoven's reimagined "Ode to Joy" takes the Alfa Romeo Stelvio Quadrifoglio and Giulia Quadrifoglio to the "Next Level of Joy"
- Exclusive [behind-the-scenes](#) content gives fans an inside look at the making of the video filmed at the Autodromo Nazionale Monza in Italy

March 27, 2019, Auburn Hills, Mich. - As part of the launch of the new Alfa Romeo marketing campaign "Soundtrack" for the Alfa Romeo Stelvio Quadrifoglio and Giulia Quadrifoglio, the campaign is extending beyond traditional media into gamification through a collaboration with Unity Technologies, creator of the world's most widely used real-time 3D development platform.

[The Alfa Romeo Experience](#) is now available across multiple devices, including desktop, mobile and tablets, giving consumers the ability to test their talents on the track in the Alfa Romeo Stelvio Quadrifoglio and Giulia Quadrifoglio.

The "Soundtrack" campaign is currently running across TV, digital and social, including Alfa Romeo's [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#) channels. The television spot – "The Next Level of Joy" – includes broadcast coverage throughout the March NCAA college basketball season, extending viewership across CBS, TNT, and TruTV.

Balancing precision and power, the "Soundtrack" campaign illustrates the premier Alfa Romeo legacy and its connection to Monza, Italy, while introducing a one-of-a-kind driving performance. The film "The New Sound of Joy" demonstrates the capabilities of the Alfa Romeo Stelvio Quadrifoglio and Giulia Quadrifoglio in a beautifully unique tandem choreography that pushes the limits of both vehicles. The film imagines the Autodromo Nazionale Monza as a gigantic musical instrument that brings to life the Giulia Quadrifoglio and Stelvio Quadrifoglio through a unique fusion of beauty and performance. In an epic symphony of the senses, the Alfa Romeo drivers follow a specific line hitting musical logos at exact times producing the famous "Ode to Joy" melody.

### **Alfa Romeo**

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a 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. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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Consumer website: [www.alfaromeousa.com](http://www.alfaromeousa.com) and [www.alfaromeo.com](http://www.alfaromeo.com)

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