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## **FCA CANADA: Alfa Romeo 4C Honoured as Best Value Luxury Sports Car in 2019 Vincentric Best Value in Canada Awards**

- Alfa Romeo 4C honoured with second 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 2019 model year along with the current market price of those vehicles

June 18, 2019, Windsor, Ontario - The Alfa Romeo 4C was honoured today with a Vincentric Award for Best Value in the Luxury Sports Car category. The Alfa Romeo 4C received the same award in 2017.

The 2019 Alfa Romeo 4C Spider offers driving enthusiasts a mid-engine design inspired by the brand's legendary racing history and represents the essential sportiness embedded in the brand's DNA.

Handcrafted in Modena, Italy, the Alfa Romeo 4C Spider offers seductive Italian styling and a state-of-the-art Formula 1-inspired carbon fibre monocoque chassis that enables an incredible 4.8 kilogram (kg):1 (10.4 lb.:1) power-to-weight ratio. Advanced technologies include the all-aluminum 1,750 cc turbocharged engine with direct-injection, dual intercoolers and variable-valve timing, enabling supercar-level performance.

New standard content for 2019 includes rear backup camera and cruise control, while desirable items like a race-tuned suspension and carbon fibre Italian flag mirrors are part of the options list.

U.S.-based Vincentric has more than a decade of experience in automotive industry data analysis. This is the eighth 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.

"With 10.5 per cent below expected ownership costs, the best fuel economy in its class and low maintenance costs, it's not surprising that the Alfa Romeo 4C outperformed 11 competitor models in the Luxury Sports Car segment," said David Wurster, President of Vincentric.

### **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 the Canadian Automobile Association, US News & World Report, 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 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.

#### **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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