

It is a badge born 105 years ago that still stands for something totally original today: a passion for motoring unlike any other. Visceral. Energetic. Technical. Crafted. The DNA of one of the world's most revered brands runs deeper than the enamel of its fender badges, snakes with a power like the tail of a dragon, runs deeper than the blue surround itself. It runs straight from the heart of Italy to roads and drivers all over the world.



1910

Speed permeated the walls of the ALFA factory: the very first car produced there, the 24 HP, reached a top speed of 100 km/h The Corsa version of the 24 HP performed brilliantly and stood out at the 1911 Targa Florio.

The influence of Enzo Ferrari on the history and reputation of the Alfa Romeo race program is legendary. He began as a test driver for Alfa, and soon became an official driver and dealer. He then took charge of the entire racing program, establishing Scuderia Ferrari in Modena, where he and select technicians and mechanics modified and tuned every Alfa Romeo race car: their winning record shines brightly on the Alfa Romeo name even today.

1929



In the 1930s, the Vittorio Jano-designed Gran Premio Tipo P3 was a force in Grand Prix racing, with an unheardof top speed of 232 km/h. It took 46 checkered flags in a three-year period.

1932

Alfa Corse, the in-house racing team for Alfa Romeo, prepared four 8C 2900B cars for the 1938 Mille Miglia. With Carrozzeria Touring Superleggera roadster bodies and magnificent Vittorio Jano 2900 engines, they continued a history of Alfa Romeo domination with the top two positions at Mille Miglia that year, and achieved four consecutive victories at the 24 Hours of Le Mans.

1938



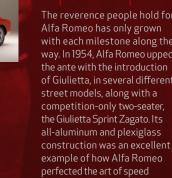
6C 3000 prototype, the 6C 3000 CM Spider's engine capacity was increased to 3,495 cc and produced a top speed of 250 km/h. It was the winner of the 1st Gran Premio Supercortemaggiore held in Merano in 1953 and came in second at the Mille Miglia that same year. The 6C also raced in the 24 Hours of Le Mans and was later used to test innovative components, including disc brakes.

1953

Derived from the Alfa Romeo



1954



"I feel for Alfa the same tenderness one feels when remembering his first love." - Enzo Ferrari

Centro Documentazione Alfa Romeo (Arese Milano)

A DRIVING PASSION FUELLED AT FINISH LINES



Created during what is known as The Alfa Romeo Glory Years, the Tipo 33 Stradale is a car collector's dream — often called the most beautiful car of all time. Its midengine, rear-wheel design inspires to this day, including the just recently introduced Alfa Romeo 4C. With only 18 produced, the car is extremely rare. The value of each is almost impossible to determine, as the 33 Stradale is hardly ever traded.

The best of Italian design roared back to North American shores with the long-awaited introduction of the Alfa Romeo 4C. Its lightweight innovations helped create an awe-inspiring power-to-weight ratio with thrilling capabilities.



The latest offering from Alfa Romeo was created for those who demand the highest level of performance and utility in equal measure. Dreamers from Milan, engineers from Modena and artisans from Cassino put their talents to the test. producing a highly unique sports utility vehicle that only Italy could create: introducing Stelvio, the SUV for the S-curves.

2016



1967

with each milestone along the way. In 1954, Alfa Romeo upped the ante with the introduction of Giulietta, in several different construction was an excellent through the art of balance achieving optimal power-toweight ratios with lightweight strength innovations.



June 2015 revealed the new Giulia Quadrifoglio, the most impressive reincarnation of the Giulia to date, featuring a whole new level of power-toweight engineering. It will do its badge proud.



THE MOST IMPORTANT COMPONENT IS EMOTION It began as a simple request for good luck and ended up becoming a symbol for something even more magical: track records and race victories from Alfa Romeo. In 1923, legendary Alfa Romeo race car driver Ugo Sivocci painted a "Quadrifoglio," or four-leaf clover, on the front of his Alfa Romeo RL at Targa Florio and then finished in first place. This marked the beginning of a tradition: all future Alfa Romeo race cars, and even some nigh-performance street cars, would bear the four-leaf clover. Now, with the all-new Giulia Quadrifoglio and Stelvio Quadrifoglio, Sivocci's clover remains a symbol of race-worthy capabilities and, of course, a symbol of good luck.





\land ALFA ROMEO GIULIA QUADRIFOGLIO

The bloodline runs straight back to the throne. Alfa Romeo reserves the four-leaf clover Quadrifoglio badge for only its most high-performance creations: machines which bear more than a resemblance to the champions that came before them — they embody the pedigree of the legends themselves. Today, it's well-represented with class-leading 505 horsepower^{1*} generated by an all-new 2.9L Bi-Turbo Direct-Injection V6, amplified with performance-enhancing torque vectoring. A blistering top track speed of 307 km/h (191 mph)² and 0 – 60 mph in 3.8 seconds (0 – 100 km/h in 3.9 seconds)² further astound. For close to a century, the iconic cloverleaf has served as more than a good-luck symbol for Alfa Romeo race victories and track records — it exemplifies the pinnacle of the very art of performance. It stands for the Alfa Romeo Giulia Quadrifoglio.





The fastest lap ever by a four-door production sedan at the Nürburgring, one of the most demanding tracks in the world beating the Porsche Panamera Turbo.

*A note about this catalogue: all disclaimers and disclosures can be found on the back cover.



The revered cloverleaf on the sculpted fender serves notice of the Giulia Quadrifoglio's calibre; its endless driver-centric details bring out the competitive best in both machine and operator. The Alfa Link™ patented sport suspension and Alfa DNA Pro with Race Mode amplify dynamic performances, while race-ready leather/Alcantara® seats, 19-inch forged wheels, a carbon fibre rear spoiler and an active aero front splitter all help to create the unique, exhilarating Giulia Quadrifoglio experience. Clearly, this is an Alfa Romeo that doesn't take "legend" lightly.



ALFA ROMEO GIULIA QUADRIFOGLIO

DRIVETRAIN		PACKAGES	
2.9L Bi-Turbo V6 engine with 505 horsepower	•	Cargo Convenience Package	o
8-speed ZF Automatic transmission with paddle shifters	•	Driver Assistance Dynamic Package — Includes front and rear Solar-Control	
FEATURES		glass, Lane Departure Warning ³ Auto High-Beam Headlamp Control, Adaptive Cruise Control ³ with Stop and Forward Collision Warning ³	o
Leather/Alcantara®-trimmed Sport seats with accent stitching	•	ENTERTAINMENT	
SPARCO® high-performance carbon fibre racing seats	0	AM/FM Bluetooth® with Navigation ⁴ radio — Includes 3D GPS navigation, ⁴	•
Heated 12-way power driver and passenger seat including 4-way lumbar adjust, driver-memory, power adjustable thigh support and power adjustable bolster	•	8.8-inch wide-screen display and Bluetooth hands-free ⁵ phone and audio SiriusXM Satellite Radio ⁶ — Includes 1-year subscription	•
Premium leather-wrapped heated steering wheel with audio controls	•	8-speaker sound system	•
Carbon fibre Alcantara-wrapped steering wheel with audio controls	0	harman kardon® Premium Audio System with 14 premium speakers with 900-watt amplifier	o
Tilt/telescoping steering column with paddle shifters	•	Media input hub — Includes 3 USB outlets and AUX outlet	•
Dual-zone Automatic Temperature Control	•	SAFETY AND SECURITY	
Power folding, heated, auto-dimming exterior mirrors	•	Electronic Stability Control (ESC) ⁷ / Hill Start Assist	•
Alfa DNA PRO Drive Mode Selector with Race mode	•	Traction control	•
7.0-inch Thin Film Transistor (TFT) colour display cluster	•	Brembo 4-wheel disc performance brakes	•
Rain-sensing windshield wipers	•	Advanced Brake Assist	•
High-performance Bi-xenon 35-watt headlamps	•	Dual advanced front air bags ⁸	•
Headlamp washer	•	Driver and passenger inflatable knee-bolster air bags ⁸	•
LED interior lighting	•	Supplemental front-seat side air bags ⁸	•
Carbon fibre active aero front splitter	•	Supplemental side-curtain front/rear air bags ⁸	•
Quad exhaust tips with rear diffuser	•	Remote keyless entry with push-button start	•
Unique Alfa Romeo Quadrifoglio grille and Quadrifoglio front	•	Blind-Spot Monitoring and Rear Cross-Path Detection ³	•
and rear fascias		Rear back-up camera ³ with rear park sensors and dynamic grid lines	•
Custom-painted Red brake calipers with White scripting	•	Forward Collision Warning Plus System ³	o
Custom-painted calipers (Black or Yellow)	0	Front and Rear Park Assist Warning Plus System ³	•
Torque Vectoring Differential	•	Tire pressure monitoring system	•
Active performance suspension	•	Tire service kit	•
Brembo® ultra-high-performance carbon-ceramic matrix brakes	0		
Ambient lighting — Includes door trim panel with ambient lighting, instrument panel with ambient lighting bezel and courtesy lamps	•		
Genuine carbon fibre interior accents	•		



Competing at a world-class level requires the highest attention to detail: craftsmanship is held in the highest regard, while exquisite materials such as fine Italian leather and genuine wood trims are selected to impress the centre of Giulia's universe: the driver. Beneath all the beauty of Giulia, materials are carefully selected to obtain near-perfect weight distribution. Optimal power-to-weight ratio is achieved through extraordinary engine performance and ultralight materials, including a carbon fibre driveshaft and the use of aluminum in its engine and suspension. The innovative available Q4 AWD system brings a commanding approach to every roadway, every condition. It steps up its all-season traction and optimizes performance by transferring up to 60 percent of its engine's torque to the front wheels.



ALFA ROMEO GIULIA	Giulia RWD	Giulia Ti RWD	Giulia AWD	Giulia Ti AWD
DRIVETRAIN				
2.0L Direct-Injection Turbo I4 engine with 280 horsepower	•	•	•	•
8-speed Automatic transmission	•	•	•	•
FEATURES				
Leather-trimmed seats with accent stitching	•	•	•	•
12-way power driver and passenger seat including manual 4-way lumbar adjust	•	•	•	•
Heated front seats	•	•	•	•
Heated steering wheel	•	o	o	o
Leather-wrapped steering wheel	•	•	•	•
Power folding, heated exterior mirrors	•	•	•	•
Alfa DNA Drive Mode Selector	•	•	•	•
7.0-inch Thin Film Transistor (TFT) colour display cluster	•	•	•	•
Rain-sensing windshield wipers	•	•	•	•
Ambient lighting	•	•	•	•
Bi-xenon 25-watt headlamps	•	•	•	•
Remote Start System	•	•	•	•
Chrome dual exhaust tips	•	•	•	•
Cruise control	•	•	•	•
Custom-painted brake calipers (Red, Black, Yellow)	o	o	o	0
Anti-slip regulation/torque control	•	•	•	•
Active suspension		o		o
PACKAGES				
Cargo Convenience Package	o	o	o	o
Driver Assistance Dynamic Package — Includes Solar-Control glass windshield, Lane Departure Warning ³ Auto High-Beam Headlamp Control, Forward Collision Warning ³ with Full Stop and Adaptive Cruise Control ³ with Stop		o	o	o
Driver Assistance Static Package — Includes auto-dimming exterior mirrors and Blind-Spot Monitoring ³	o	o	o	o
Ti 19-Inch Sport Package — Includes Sport leather-trimmed seats, power adjustable bolster and thigh support, Sport front and rear fascias, Gloss Black window surround moulding, Sport leather-wrapped steering wheel, 225/40R19 All-season performance tires and 19x8.0-inch Dark 5-hole aluminum wheels, Bright aluminum pedals, steering column-mounted aluminum paddle shifters and custom-painted brake calipers		o		o
Ti Performance Package — Limited-slip rear differential, active suspension and paddle shifters		o	_	o

	Giulia RWD	Giulia Ti RWD	Giulia AWD	Giulia Ti AWD
PACKAGES (CONTINUED)				
Ti Lusso Package — Includes luxury leather with Cannelloni design seats, luxury steering wheel, power 8-way driver seat with memory and power 8-way passenger seat, 18x8.0-inch 10-spoke aluminum wheels, leather-trimmed interior and luxury genuine Light Walnut or Dark Grey Oak accents	_	0	_	o
Sport Appearance Package — Includes Sport front and rear fascias, Gloss Black window surround moulding, 225/45R18 All-season performance tires, 18x8.0-inch Sport aluminum wheels and custom-painted brake calipers	0	_	o	—
Sport Interior Package — Includes Sport leather-wrapped steering wheel, Bright aluminum pedals, steering column- mounted aluminum paddle shifters, aluminum interior accents and Bright speaker grille trim rings	0	_	o	—
8.8-Inch Navigation⁴ Radio with SiriusXM Package — Includes 3D GPS navigation,⁴ AM/FM/HD Bluetooth® radio, remote audio controls and SiriusXM Satellite Radio ⁶ with 1-year subscription	o	—	o	—
ENTERTAINMENT		1	1	
AM/FM/HD Bluetooth with 2D Navigation⁴ 6.5 Radio	•		•	—
AM/FM/HD Bluetooth with Navigation ⁴ 8.8 Radio — Includes 3D GPS navigation, ⁴ digital compass, remote audio controls, wide-screen display and Bluetooth hands-free phone ⁵ and audio	o	•	o	•
8-speaker audio system	•	•	•	•
harman kardon® Premium Audio System with 14 premium speakers with 900-watt amplifier	_	o		o
SAFETY AND SECURITY		1		
Electronic Stability Control (ESC) ⁷	•	•	•	•
Traction control	•	•	•	•
Brembo® 4-wheel disc brakes	•	•	•	•
Advanced Brake Assist	•	•	•	•
Dual advanced front air bags ⁸	•	•	•	•
Driver and passenger inflatable knee-bolster air bags ⁸	•	•	•	•
Supplemental front-seat side air bags ⁸	•	•	•	•
Supplemental side-curtain front/rear air bags ⁸	•	•	•	•
Keyless Enter 'n Go™ and passive entry	•	•	•	•
Blind-Spot Monitoring ³	o		o	o
Rear back-up camera ³ with rear park sensors and dynamic grid lines	•	•	•	•
Forward Collision Warning System ³ with Full Stop	o	o	0	o
Rear Park Assist System ³	•	—	•	—
Front and Rear Park Assist System ³		•		•



4C COUPE AND 4C SPIDER

With a captivating mix of progressive technology, race-inspired performance and seductive Italian styling, the Alfa Romeo 4C is the driver's champion. Its carbon fibre monocoque chassis and other advanced lightweight materials help put 4C performance into supercar territory. The Alfa Romeo 4C Spider adds even more dimension, delivering every sharp corner and quick turn-in with open-air exhilaration. Together, 4C Coupe and 4C Spider create an extraordinary, unfiltered driving experience.

A NEW BALANCE OF POWER

The hand-built Alfa Romeo 4C features a mid-engine layout, rear-wheel drive and a monocoque chassis that make for ideal weight distribution, leading to exceptional handling and control. Its groundbreaking, centrally mounted aluminum engine produces 237 hp and significantly reduces weight as it eliminates the need for a driveshaft. Ultralight materials like carbon fibre, aluminum and composites also help bring its curb weight to an impressively low 1,118 kg (1,128 kg for 4C Spider). All told, 4C makes full use of these dynamic advantages — it will accelerate as quickly as cars boasting higher horsepower, corner sharper, brake harder, turn in quicker and respond more readily.



Alfa Romeo 4C drivers prefer elements like leather and carbon fibre. The available Carbon Fibre Interior Trim Group includes carbon fibre instrument-panel bezel, shift bezel, air vents and cluster bezel. Carbon fibre exterior mirrors (available) are standout accessories. A leather-wrapped steering wheel enhances the extraordinary 4C road-feel, while a leather-trimmed interior and bucket seats with accent stitching step up 4C style even more.



ALFA ROMEO 4C

1750 Turbo 4-cylinder with 237 horse
ALFA TCT 6-speed Automatic transm clutch and paddle shifters
FEATURES
Leather-trimmed interior
Black cloth seats
Leather-trimmed bucket seats
Racing microfibre/leather seats
7.0-inch Thin Film Transistor (TFT) colo
Remote Keyless Entry
Leather-wrapped steering wheel
Leather-/microfibre-wrapped steering
Race-tuned suspension
Manual folding, power heated exterio
Satin exterior mirrors
Carbon fibre mirrors
Carbon fibre Italian mirrors
Bright pedals
Halogen headlamps
Bi-xenon headlamps
17x7.0-inch front and 18x8.0-inch rear alloy wheels
205/40R18 front and 235/35R19 Pire Performance AR Racing tires
17x7.0-inch front and 18x8.0-inch rear alloy wheels
205/45R17 front and 235/40R18 Thre
Dual Bright exhaust tips
Sport-tuned dual exhaust
Akrapovič dual-mode centre-mountec

*Restrictions may apply, see your retailer for details.

	4C Coupe	4C Spider
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gwheel	o	o
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mirrors	•	•
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	o	o
Spider		•
li® PZero	o	o
Coupe	•	_
e-season tires	•	•
	•	•
	o	o
exhaust	o	0

	4C Coupe	4C Spider
FEATURES (CONTINUED)		
Front fascia with protective film	o	o
Alfa DNA Drive Mode Selector	•	•
Alfa Romeo battery charger	o	o
Carbon fibre shift bezel	o	o
Carbon fibre halo		o
Coupe carbon fibre roof	o	
Rear body-colour spoiler	o	
PACKAGES		
Convenience Group — Includes cruise control and rear parking assist system ³ (and security alarm — Coupe only)	o	o
Carbon Fibre Interior Trim Group — Includes carbon fibre instrument-panel bezel, shift bezel, air vents and cluster bezel	o	o
Coupe Track Package — Carbon fibre rear spoiler, leather-/microfibre-wrapped steering wheel* and race-tuned suspension	o	
Spider Track Package — Leather-/microfibre- wrapped steering wheel* and race-tuned suspension ENTERTAINMENT		o
AM/FM stereo radio with USB	•	•
Premium speaker package	•	•
Alpine Premium Audio System with subwoofer	o	o
SAFETY AND SECURITY		
Electronic Stability Control (ESC) ⁷	•	•
Hill Start Assist	•	•
Traction control	•	•
Driver and passenger front air bag ⁸	•	•
Side front-door air bags ⁸	•	•
Security alarm	o	•

ALFA ROMEO STELVIO: THE SUV FOR THE S-CURVES

Where other automakers stop at utility, Alfa Romeo took on the challenge to create the perfect mix of high-performance, capability and design. Alfa Romeo has an enviable record of more than 105 years of applying lessons learned from hard-fought race victories to a succession of perfected performance cars — many of which stand as timeless classics. Now, enter Stelvio. The newest member of the Alfa Romeo family brings an Italian level of passion, performance and craftsmanship to drivers also seeking utility and capability. Stelvio brilliantly answers the demands of both devoted drivers and everyday life as a performance SUV. Infused with Italian passion, craftsmanship and innovation, this is a vehicle that will conquer the winding roads for which it is named.







CHOOSE BOTH PATHS

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STELVIO

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MUCH MORE THAN CAPABLE

Here, there is no compromise between power and capability. Beneath the sculpted, muscular stance of Stelvio lies pure brawn. Excursions turn into excitement with standard 280 hp and 306 lb-ft of torque from an all-aluminum 2.0L turbocharged and direct-injection engine. Its lightweight design rewards with a near-perfect 50/50 weight distribution. Bank on making the most of every turn, thanks to the standard 8-speed automatic transmission with available all-aluminum column-mounted performance paddle shifters.



A HIGH DEGREE OF SAFETY AND CONTROL IS CARVED INTO ITS TOWERING PERFORMANCE

In every context, confidence makes for a better performance, and Stelvio has it in spades. Splitsecond adjustments are easily at hand with the standard Alfa DNA Drive Mode system with three driving modes — dial in optimum handling from Natural, Dynamic or All-Weather modes. Stelvio Quadrifoglio steps things up with available 4-mode Alfa DNA Pro technology that adds the Alfa Race Mode. Four seasons have never had transitions this smooth, thanks to the Q4 All-Wheel-Drive system. It provides all-weather capability and high performance using an electronically controlled active transfer case (ATC) that delivers dynamic and confident driving thanks to advanced active clutch technology.

Patented all-aluminum Alfa Link[™] suspension improves steering feel and stability, while a long list of available driver-assistance features (including Blind-Spot Monitoring,³ Adaptive Cruise Control³ with Stop & Go, Lane Departure Warning³ and Autonomous Collision Brake with Forward Collision Warning³) help keep drivers on the offensive.



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[1] Based on Alfa Romeo Premium Import Mid-size Sedan Segment latest available competitive information. Estimated horsepower based on manufacturer testing. [2] Estimated horsepower based on manufacturer testing. [3] This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of his/her surroundings and be prepared to take corrective action to avoid collisions. [4] Never program while driving. GPS mapping and available 3D navigation may not be detailed or available in all areas or reflect current road regulations. [5] Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Voice commands of phone require a Bluetooth-compatible phone. [6] Requires SiriusXM radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. [7] No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. [8] The Advanced Front Air Bags in this vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. [9] Based on Alfa Romeo Premium Import Mid-size SUV Segment latest available competitive information. Estimated horsepower based on manufacturer testing.

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