

Alfa Romeo 4C

***Description:** Alfa Romeo is returning to the United States, selling at select dealerships, The Collection has been chosen to be one of those retailers. This is the piece I wrote for the brand manager to use for The Collection Alfa Romeo website.*

INTRODUCING THE ALFA ROMEO 4C

After over two decades of absence, Alfa Romeo has graced itself with a return to American soil. This is no ordinary come back, Alfa Romeo has arrived in the form of the all-new 2015 4C. Inspired by century-old tradition, the brand continues to demonstrate its original values of Italian style, performance and engineering excellence, whilst presenting the highest driving satisfaction in complete safety through the all-new 4C.

Built using the latest technology, Alfa Romeo continues to be designed around the driver. This is no ordinary sports car, created through the combination of two excellences – Alfa Romeo engineering and Maserati manufacturing—this modern icon demonstrates an enhanced era of the timeless Alfa Romeo brand.

THE ALL-NEW 4C: WHAT MAKES IT SPECIAL?

Assisting the driver by allowing them to adapt to any road condition or driving style, the 4C uses three core settings referred to as “D.N.A”– dynamic, natural, and all weather. Dynamic mode arranges the car to create great driving performance including engine control parameters that are set to react immediately to accelerator input. The natural setting is intended for everyday use, gear shift parameters are used for the highest level of comfort and smoothness. The all weather mode ensures maximum safety under harsh weather conditions, allowing a

driver to tame the car and be cautious in hazardous situations. Alfa Romeo has accomplished more than being a quality sports vehicle, they have shown a concern for safety. The all-new 4C was chosen by Eurosport Events as the Safety Car of the Fédération Internationale de l'Automobile (FIA) World Touring Car Championship (WTCC) for the entire 2014 season.

Aside from dynamic, natural and all weather core settings, the all-new 4C comes exclusively with a fourth setting: Alfa Race. Modified to respond to the needs of a top of the line supercar, this setting is the most extreme of the four performance modes. Alfa Race mode puts you in complete control of the car under any racing circumstances. Leaving the driver in absolute control of the car by lessening the interference of the electronic system and ESC stability mode is deactivated only intervening to avoid loss of control.

The feather-light, two-seat sports coupe consists of numerous weight-saving factors that allow a driver to possess outstanding handling even when faced with the most difficult roads. By using superlight materials and dedicating the utmost care to the slightest of details, the cars overall weight has been decreased. Weighing in at an exceptional 2,194 pounds, this unique driving tool even consists of ultra light carbon fiber floor.

THE ALFA ROMEO 4C DESIGN

The 4C is certainly one to turn heads, created from a tradition of essential beauty and performance; Alfa Romeo's century old racing traditions highlight the cars useful design. The brilliance behind the all-new 2015 4C model traces back to Alfa Romeo's 1967 33 Stradale. Sharing the same body forms, including a purpose-built cockpit inspired by the notorious 33

Stradale, it is no surprise the 2015 4C was named “Most Beautiful Car of 2013” at the 29th International Automobile Festival of Paris. No wonder the 4C was modeled after a car that is considered by many to be one of the most beautiful cars of all time. This style reference to the unmistakable 33 Stradale calls for a simply breathtaking modern sports coupe. Stepping into the 4C means stepping into a world rooted from motorsport– using only the best-combined elements for top-notch performance.

This isn’t just a new sports car; it’s a new beginning for Alfa Romeo. Like all things Italian, design was an essential taken into extreme consideration when developing the 4C. The teamwork between the Alfa Romeo design department and Maserati production plant resulted in an outstanding outcome. The entire car was designed off the basis of not being heavy– accomplishing exactly that, Alfa Romeo and Maserati created an extraordinary product. Setting the bar high for all modern sports cars to come, the 4C demonstrates the beginning of a new era.

ALFA ROMEO HISTORY

With over a century of experience, Alfa Romeo proves to be one of the most passionate carmakers out there. The company that became known as Alfa Romeo was officially established by Alexandre Darracq and a group of entrepreneurs who obtained Società Italiana Automobili Darracq, the Italian plant of a French carmaker and its workshops. Italian Darracq cars were not bringing much success, leading to some changes for the car brand. On June 24, 1910 the first plant was located in the north-west outskirts of Milan and the company was called “Anonima Lombarda Fabbrica Automobili,” hence the acronym “A.L.F.A.” The early Alfas were without

doubt excellent pieces of machinery, and helped the company be successful in making cars that appealed to the Italian market and that would later become a foundation in auto-engineering and design.

The first non-Darracq car launched later in 1910, and the A.L.F.A racing brand took off the following year. A.L.F.A first experimented with motor racing at the 1911 Targa Florio displaying extraordinary results. Despite driver Nino Franchini's withdrawal from the race due to an accident on the race track, prior to that he was in first place and demonstrated a new generation of cars for the brand. In 1915 the company came under the direction of entrepreneur Nicholas Romeo, who converted it to manufacture military appliances and in 1916, car production was put on hold due to the First World War. Car production returned to normal in 1919 and the name of the company was changed to Alfa Romeo in 1920.

In 1920, the foundations of the new brands racing legacy began with Alfa Romeo's first place win at the Mugello, followed by a second place win that same year at Targa Florio. Throughout the 1920s and 1930s Alfa Romeo continued to achieve several wins at motor races including Targa Florio, Mille Miglia and Le Mans. Alfa Romeo continued to demonstrate great success and they continued to score countless victories in racing history.

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