

# Tradition in the exception

Alfa is already a most beautiful name, and it is certainly not the Greek alfa,  $\alpha$ , in which the studious still manage to see a bull's eye hidden in the first symbol of the Phoenician alphabet, nor is it the star which catches one's eye in the constellation of Sagittarius: Alfa is simply the happy succession of the initial letters of the Anonima Lombarda Fabbrica Automobili, which was the prosaic title of the small Milanese office of Portello. In the monogram on a Liberty poster, the four capital letters form a flourished scroll in which the calligrapher does not lose at all to the decorative genius of the painters of the Belle Epoque.

One year before the birth of the first Alfa-Romeo car, in 1909 F.T. Marinetti published his futurist manifesto in Figaro. A year later, in 1911, at the Salon des Indépendants, the first exhibition of cubist painting was opened. In these years polemics were exchanged between Boccioni and Apollinaire from Milan to Paris on the essence of plastic dynamism and on the possible symbiosis of Art-Industry. Alfa Romeo takes off, therefore, at the pace of the avant-garde.

The savage roar of the Alfa Romeo engines shattered the fragile nervous system of decadentism. Force and form were reconciled in a new balance, fruit of "terrible studies" as Rimbaud said when he foresaw the aurora of the machine age.

Alfa Romeo has won 3 World Championships, 58 Grand Prix, 11 Mille Miglia, 8 Targa Florio, 4 times the 24 hours at Le Mans, 7 circuits at Pescara. The Alfa Romeo champion drivers are Ascari, Campari, Sivocci, Brilli-Peri, Varzi, Nuvolari, Wimille, Farina, Fangio. No other factory in the world mass-producing cars can boast its titles to glory.

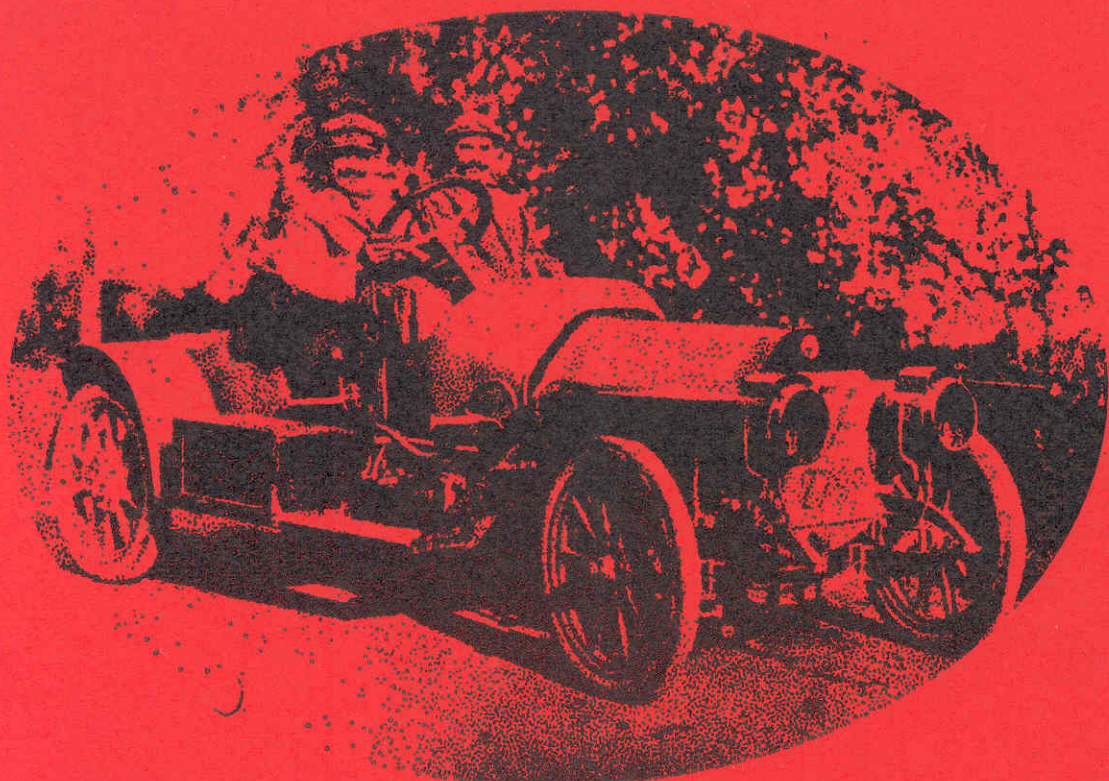
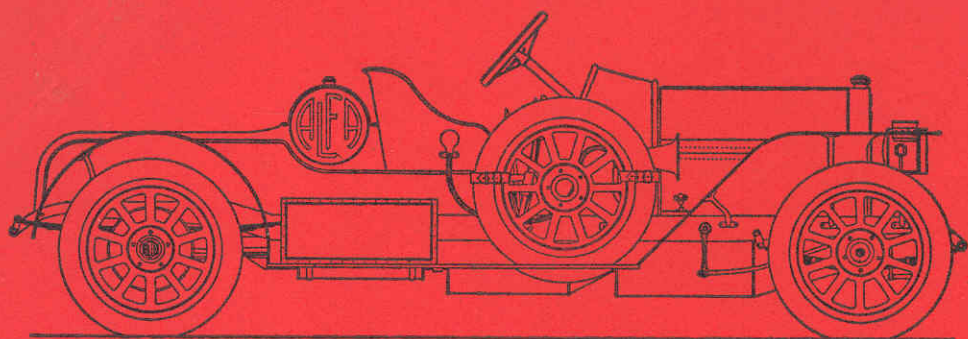
No other vehicle carries written on its front such an irrepressible sporting vocation.

Her designers, little known to the public, are well-known to lovers of the history of the automobile. The most famous Italian stylists — Pininfarina, Bertone, Zagato, Touring — are bound to this name.

With time man has changed, methods have changed — in 60 years industry has passed from the rule to the computer, from paleotechnics to neotechnics. Car engines enter regimes of 10.000 r.p.m., one liter of total sweep can deliver more than 100 HP. Line, after continual evolution, results always closer and more penetrating.

Alfa Romeo, continually improving herself, has remained faithful to herself, with the same heart, recognizable in a flash, in an instance, generous and audacious. The basic steps in her metamorphosis follow here: the beginnings and the goals of an uninterrupted adventure. A pilot industry, always anxious, always before its time, always on reconnaissance.

For this reason the World Trade Exhibition in Montreal chose from among all makes, two Alfa Romeo cars to display in the center of the pavilion dedicated to Man the Producer, as a symbol of the loftiest aspirations that man has in regard to automobiles.



## 24 HP 1910

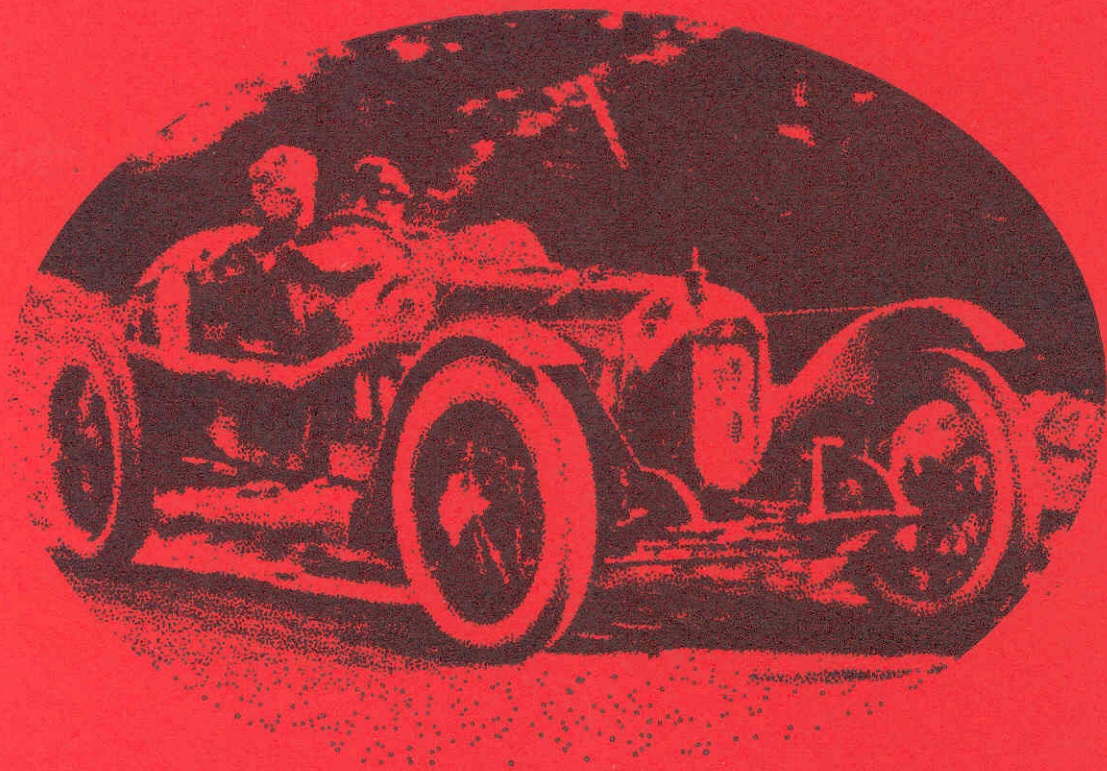
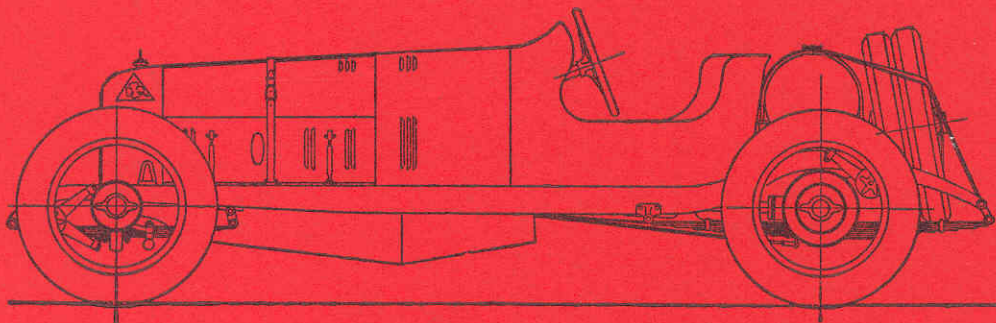
At a time when there was not yet a path established by pride nor the means for commercial competition, races against cars more complex and expensive, were faced by the 24HP of 1910-1913, built according to the canons of an orthodox technique, but with extremely light alternative

axes and therefore with rotation speeds particularly high for the period. An above normal efficiency level which allowed it to

stay in the lead for two or three rounds of the Targa Florio in 1911, until the driver, blinded by mud, was forced to withdraw.

### Spider

Cylinders	4 in line
Cylinder capacity	cc 4084
BHP at 2200 rpm	42
Dry weight	lbs 2204
Top speed	mph 62



## RL Targa Florio 1923

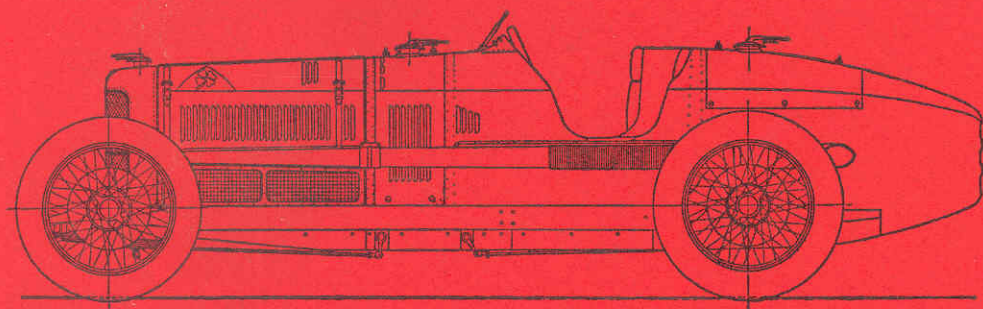
The tentative to reconcile the requirements of mass-production with those of racing always plays its part in the history of the Alfa Romeo. For entry in the Targa Florio of 1923, a special version of the RL, presented only the previous year, was prepared. While the frame and body were special, all the parts produced industrially and cast-

ed were common to the mass-produced vehicles, giving a level of costs which rendered the experiment completely practicable. The increase in power was very modest, both in the version with the greater sweep volume and

in that with normal sweep volume, but the drastic reduction in weight permitted speeds which fluctuated between 90 and 97 mph. The car was victorious right from the start, with Sivocci a clear first at the Targa Florio.

### Racing two-seater

Cylinders	6 in line
Cylinder capacity	cc 3154
BHP at 3800 rpm	95
Dry weight	lbs 2160
Top speed	mph 97



## P2 1924

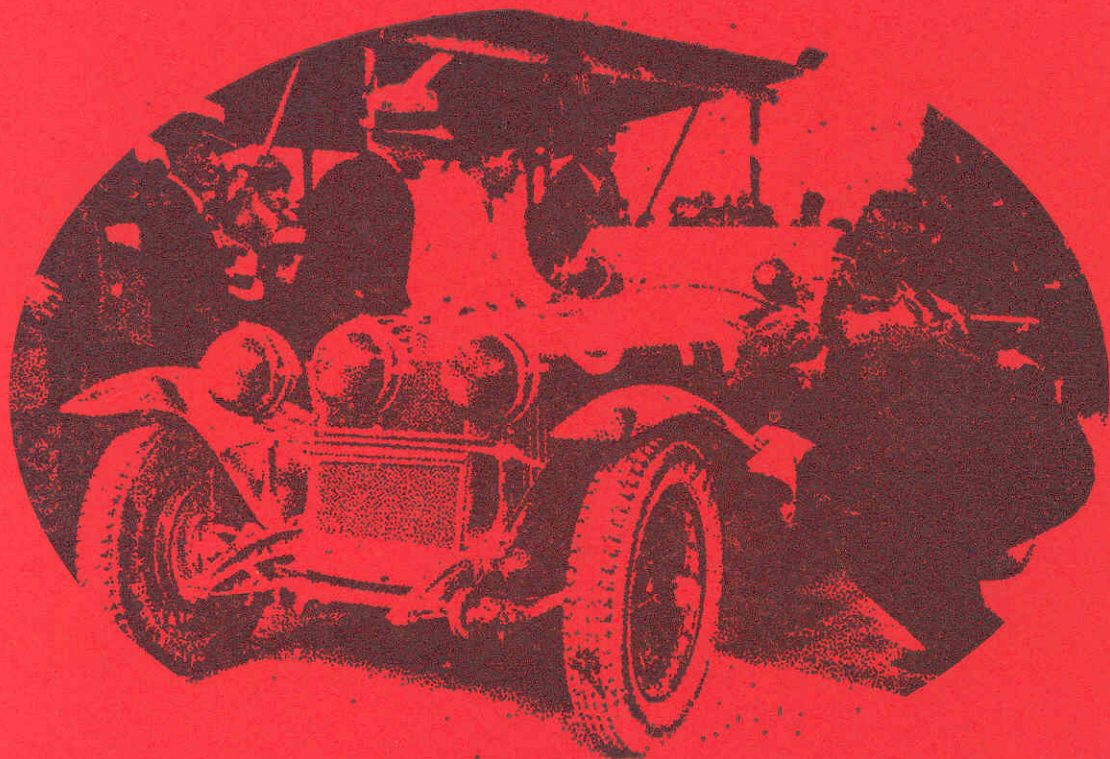
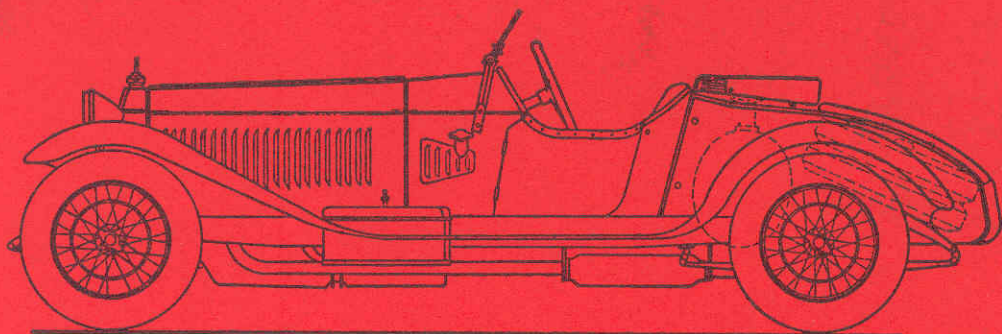
The condensation of an Italian school of construction which had deep roots in all the ruling cars of the new formula 2 (or having merely arrived at the threshold of sporting glory, as in the case of the previous P1, withdrawn from the trial run as a result of a manifestation of human sensibility), the P2 had a baldness of design of aeronautical inspiration. The

pursuit of lightness was responsible for the realization in welded plate of the cooling systems inside the cylinder linings. So we have Antonio Ascari spring-

ing from this car in the Grand Prix of Italy in 1924. The next year he would conquer the first World Championship for Alfa Romeo.

### Grand Prix two-seater

Cylinders	8 in line
Cylinder capacity	cc 1897
BHP at 5500 rpm	140
Dry weight	lbs 1653
Top speed	mph 140



## 6C 1750 Super Sport 1929

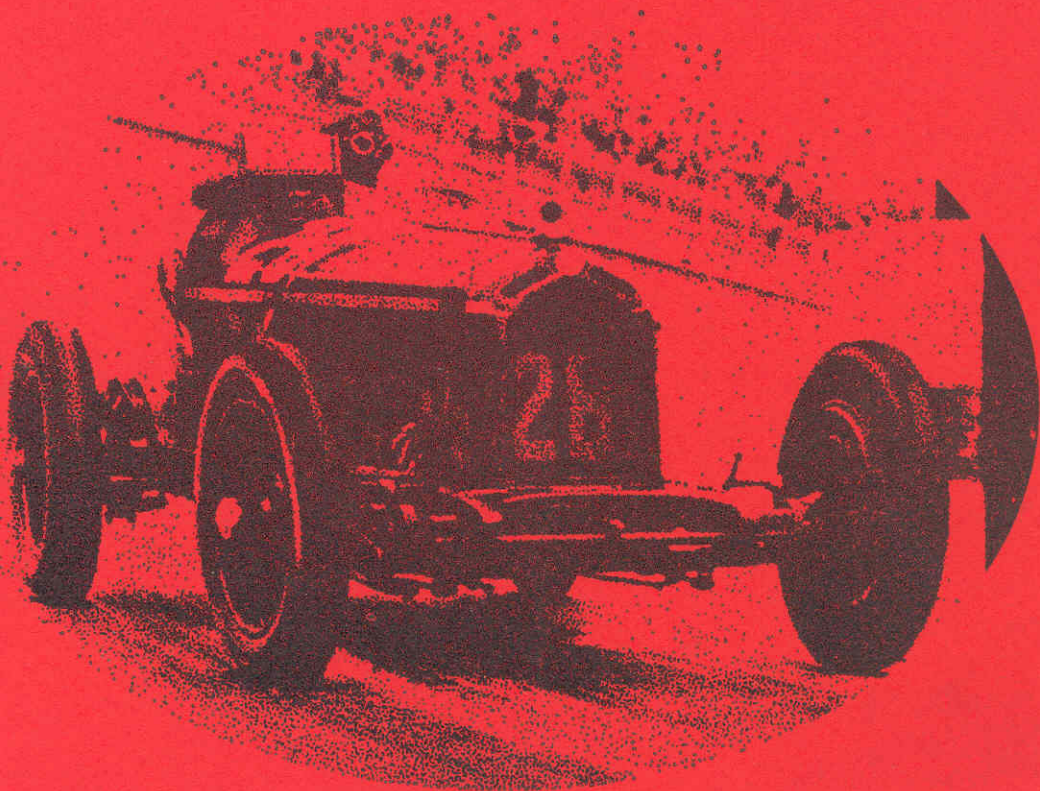
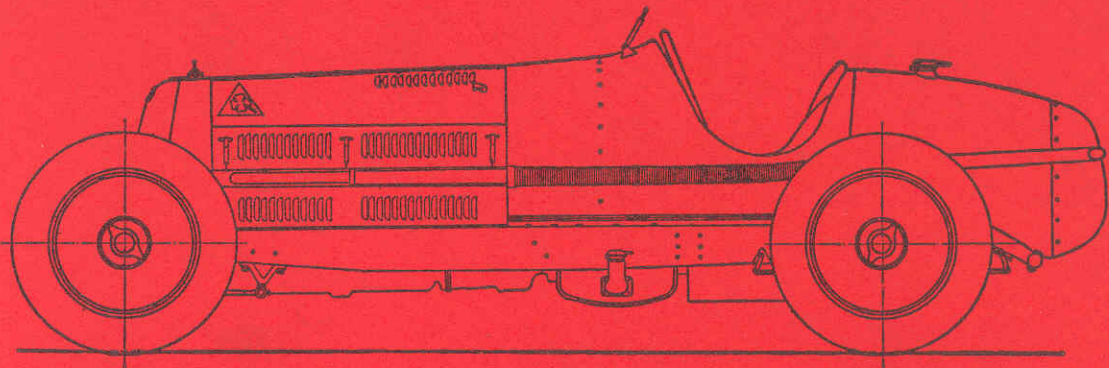
Maturity reached, by then famous and perfected at a year's distance from the triumphant entry in the 1929 Mille Miglia, we have the 1750 SS winning again with Nuvolari-Guidotti the successive edition of the course at Brescia. Few car bodies, to such a degree as this one of Zagato's which was extremely light and

stylized, were so adherent to the spirit of the transport means they had to cover. The vehicle, which we see here in its more aristocratic form, arrived at after just a few hundred trials, had its base in Industrial

obligation. The total of the various types 6C 1750 was more than 2.500. As had already occurred with the RL, it was possible to reconcile market realities with the demands of sporting victories.

### Spider

Cylinders	6 in line
Cylinder capacity	cc 1752
BHP at 4500 rpm	85
Dry weight	lbs 2028
Top speed	mph 90



## 8C 2300 Monza 1931

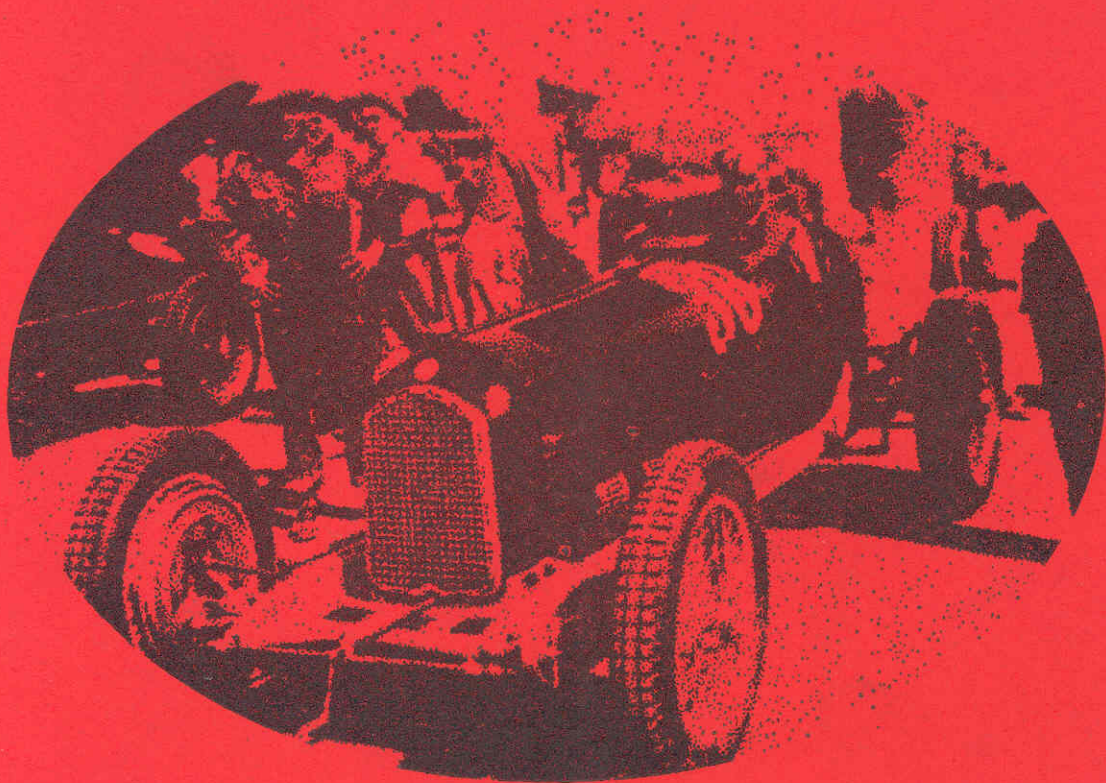
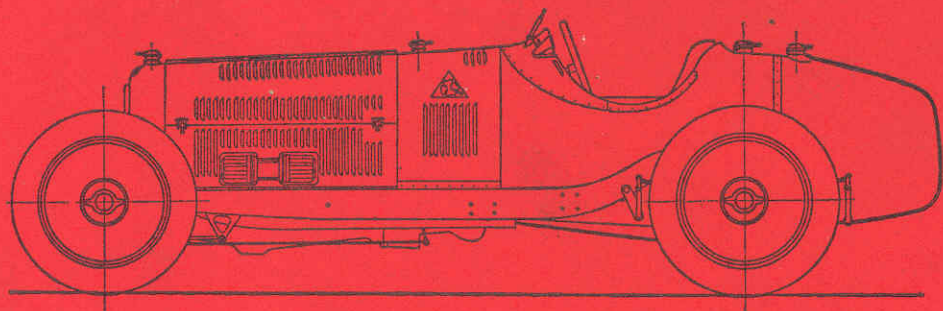
Few cars are as capable as the 8C 2300 of demonstrating the theory of reconciliation between sporting exasperation and the commerciability of versions only slightly less audacious. While it was being sold with the body of a four seater saloon, the 8C won races with an appear-

ances analogous to those of special Grand Prix cars which, however, finished routed. Here Nuvolari, in the version of the 178 HP with short wheel base, dominated "Monza" after

victory at the Grand Prix of Italy in 1931, while going forward to the same first place at the Grand Prix of Monaco in 1932 on the famous course in the city of Montecarlo.

### Grand Prix two-seater

Cylinders	8 in line
Cylinder capacity	cc 2336
BHP at 5400 rpm	165
Dry weight	lbs 2028
Top speed	mph 130



## Type B (P3) 1932

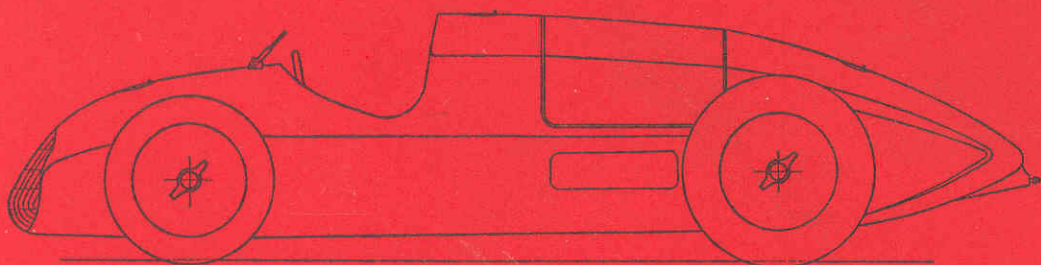
When the demands of pure competition began to prevail over the considerations of those who sought economic justification for each construction, when the experiment of pairing two 1750 types to the first single seater type A gave rise to some perplexity because of driving difficulties, Alfa Romeo went forward to the realization of an-

other thoroughbred, of the kind that only the lucid madness of technicality for technicality's sake and speed for speed's sake could seem to motivate. Again Nuvolari is troubled before victory at the Ciano

Cup of 1932, at the wheel of the most notable of the single-seaters, and the unique type B (P3) returned to the classic measurements of mm 65x100 which had been those of the P1 (1923).

### Grand Prix single-seater

Cylinders	8 in line
Cylinder capacity	cc 2654
BHP at 5600 rpm	215
Dry weight	lbs 1550
Top speed	mph 145



## Type 512 1940

What Alfa Romeo might have been! The 162 and 163 experimental vehicles of 16 cylinders, and the 512 with 12 opposed cylinders in banks of six, a then completely new arrangement. The engine was positioned behind the driver, with an integral gear box

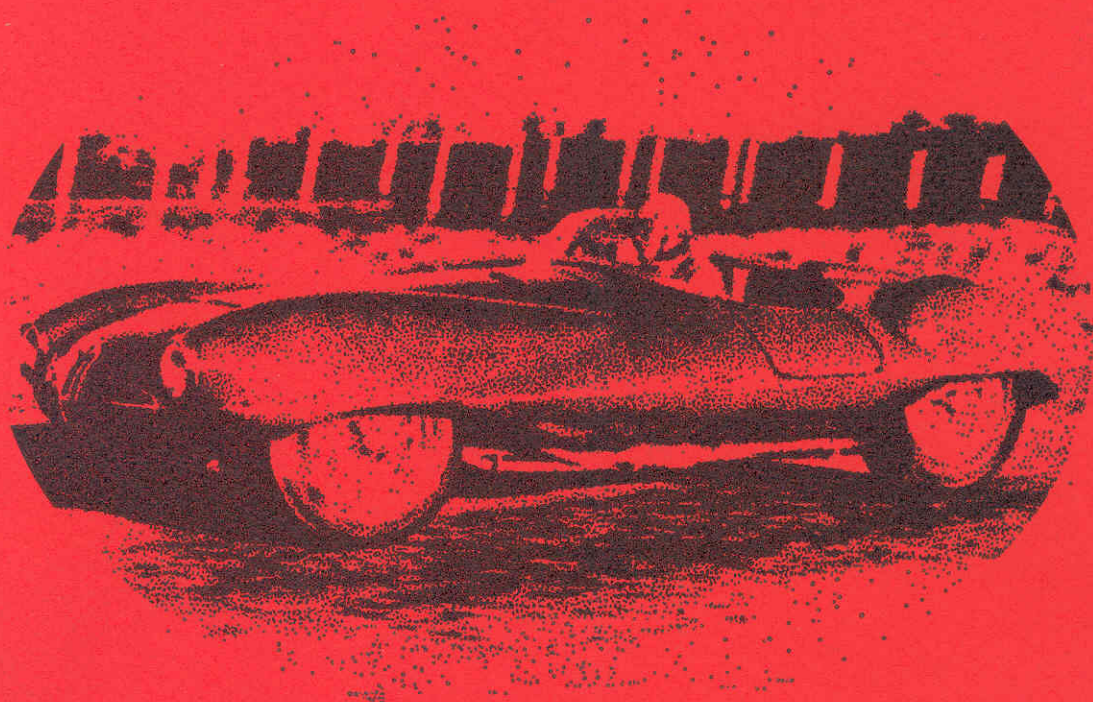
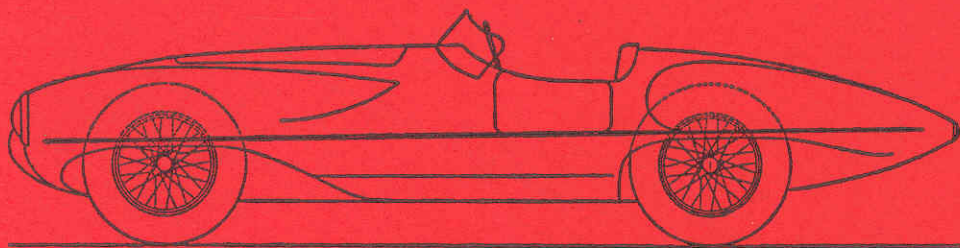
on the rear axle, to express a power of 335 HP at 8600 r.p.m. War events interrupted trials, making necessary the retreat to the more mature and orthodox

type 158 which, notwithstanding an inferior potential capacity on paper, proved itself able to hold head against rivals in the postwar revival.

### Grand Prix single-seater

Cylinders	12
Cylinder capacity	cc 1490
BHP at 8600 rpm	335
Dry weight	lbs 1565





## 1900 C52 2000 Flying Saucer 1952

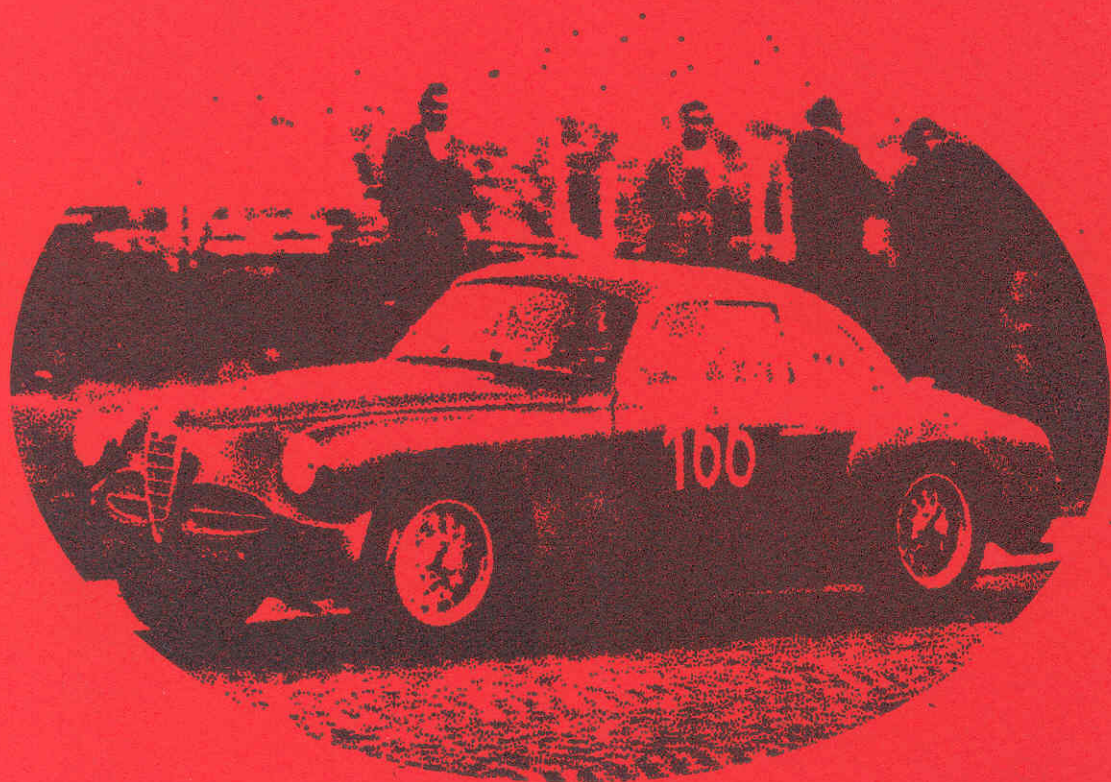
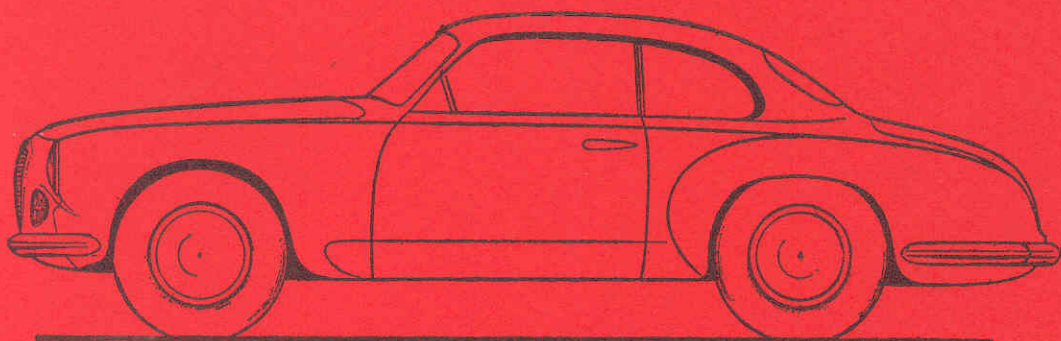
At the moment when common voice spoke of the imminence of the landing of extra-territorial visitors aboard a phantomatic ship with lenticular sections, it seemed natural to baptize an experimental body of the Touring "Flying Saucer", in which it had been endeavoured to carry to extreme consequences a design based on fluent ogival forms. The form

gave excellent results in the wind tunnel and showed itself particularly insensible to lateral pressures during road tests. The width of the master section, rendered necessary to give continuity to the ogivals, was not favourable to tortuous runs, for which more traditional bodywork dominated by stricter flanks

was produced. The propeller of the vehicle was a version redesigned for high performance from the dimensional plan of the 1900 mass-produced engine, and from which it was possible to use some parts. These cars, and particularly the original version, remained in the experimental stage.

### Spider and Coupé

Cylinders	4 in line
Cylinder capacity	cc 1997,4
BHP at 6500 rpm	158
Wry weight	lbs 1620
Top speed	mph 137



## 1900 Super Sprint 1954

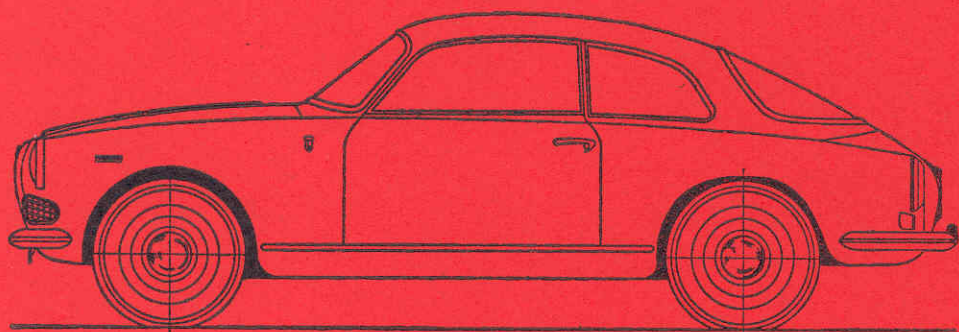
All cars built by Alfa Romeo have always anticipated the standard of the current epoch, but the 1900 is product of a truly modern industrial policy and the first attempt to produce en masse an exceptional vehicle. The classical architecture of the Alfa Romeo engine is reformulated to four cylinders, both

for constructive simplicity as well as as a result of the influence of Italian fiscal legislation, and it is principally in the bodywork integrated with the frame that we have those innovations necessary for production at competitive costs. Various versions of this car were

produced, with a capacity passing in the period between 1950 and 1954 from 65 HP at first, to nearly double this value with the Super Sprint (115 HP at 5500 r.p.m.) furnished with a 5-gear gear box and capable of more than 112 mph.

### Coupé and Cabriolet

Cylinders	4 in line
Cylinder capacity	cc 1975
BHP at 5500 rpm	115
Dry weight	lbs 2424
Top speed	mph 112



## Giulietta Sprint 1954

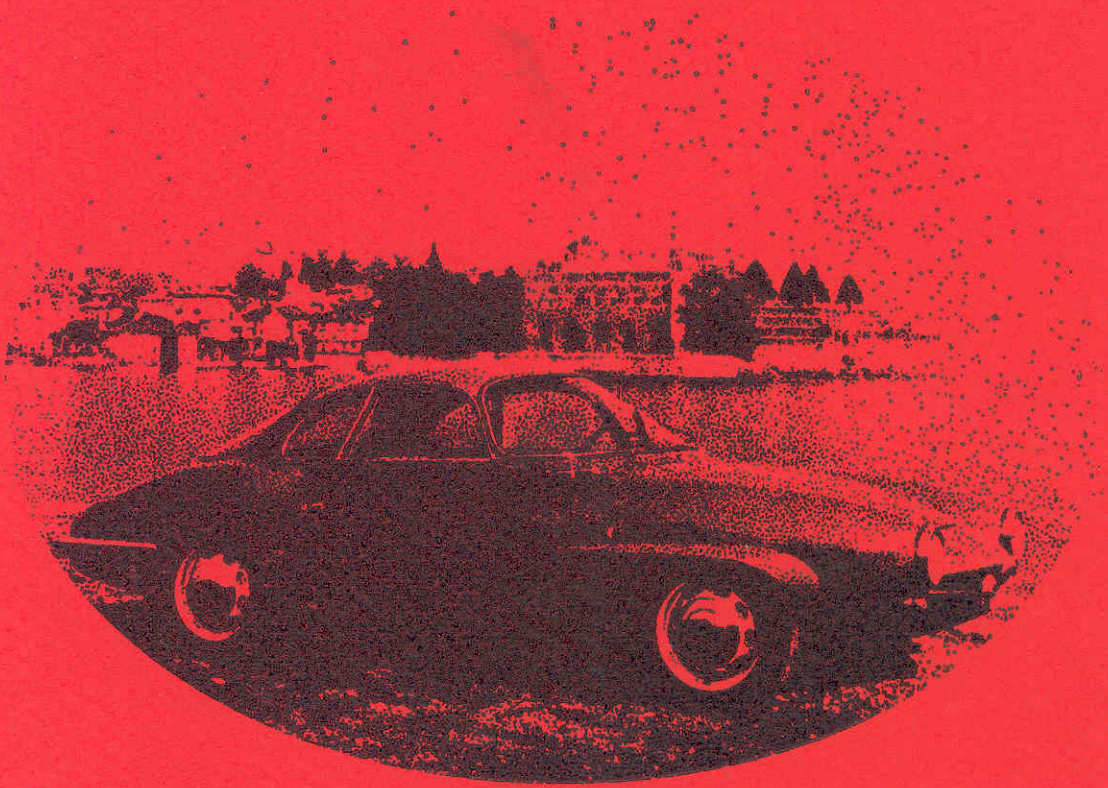
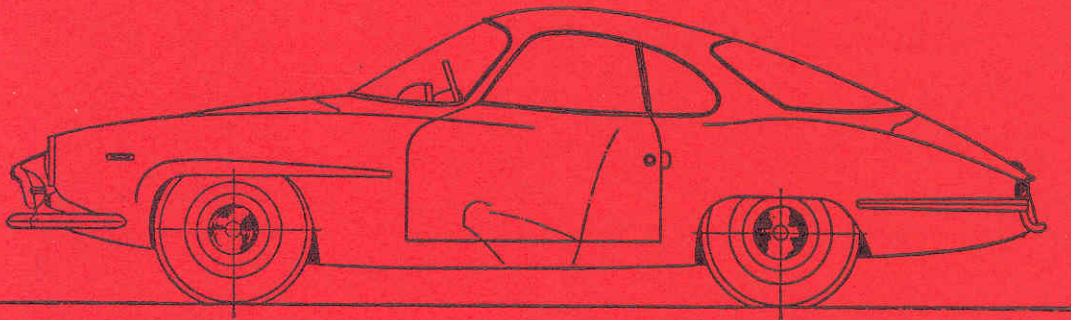
Usually cars are first born in their normal version, followed by the more extreme models which introduce those specifications which can become in a third instance normal themselves. This succession, noted also with Alfa Romeo, was overturned at the time the Giulietta was presented. In fact the sporting version, the Giulietta Sprint, was the first to be born, one of the more classical Bertone designs, followed just a year later by the Giulietta Saloon. It is difficult to

know if an Alfa Romeo with such a slight swept-volume would have ever existed in the absence of Italian fiscal legislation. The relation between environmental conditions and the offered product must have been excellent to make possible the pass from 18.000 cars of the 1900 type to about 160.000 Giuliettas of various kinds.

This data is sufficient to give an idea of the importance of this car, which defines the appearance of Alfa Romeo as a modern industry of great production. At a distance of years, an unnecessary but ever interesting confirmation of the value of this formula, is offered by the return of the 1300 cmc to the range of Giulias.

### Coupé 2+2-seater

Cylinders	4 in line
Cylinder capacity	cc 1290
BHP at 6300 rpm	80
Dry-weight	lbs 1940
Top speed	mph 102



## Giulia SS 1962

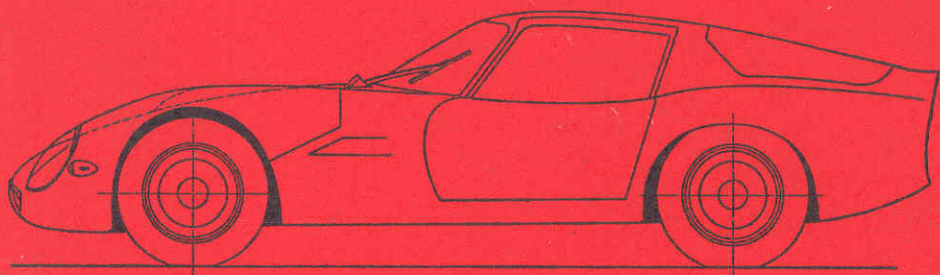
One of the latest developments in the Giulietta range in the period from 1960 to 1962 was the frame sprint special of 100 HP with a capacity of 124 mph, shared with two bodies with almost equal performance. With the Sprint Special (giving the sign SS — a magic abbreviation which can also signify super sport and which acts as prefix to the fastest cars of all makes) Bertone real-

ized and produced one of those experiments in integral aerodynamics which ideally are related to the "Flying Saucer" period, because to high aerodynamic efficiency one can not couple the handling qualities of the more spartan racing versions. Completed with luxurious fittings, the

SS was therefore destined for clients who would not be using it, except perhaps occasionally, for racing. The success of this form suggested its continued production even when the Giulia 1600 had already been born. It was installed with the engine common to the TI Super of 112 HP.

### Coupé 2+2-seater

Cylinders	4 inline
Cylinder capacity	cc 1570
BHP at 6500 rpm	112
Dry weight	lbs 2094
Top speed	mph 124



## Giulia TZ 1963

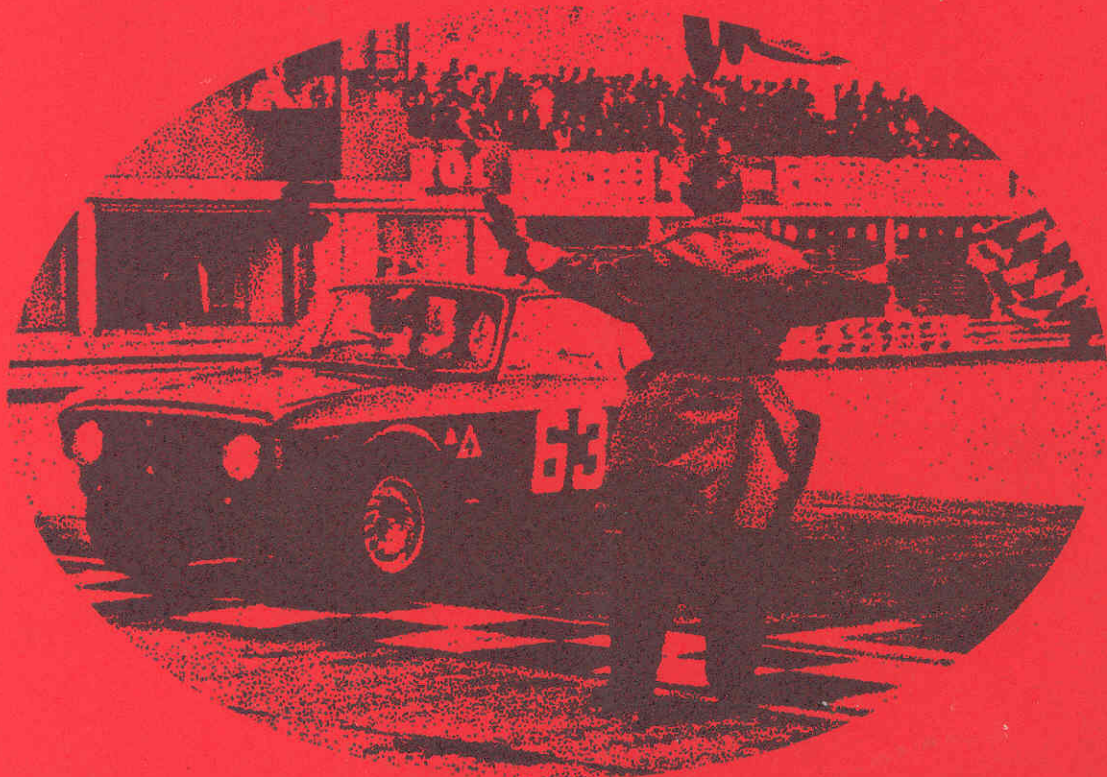
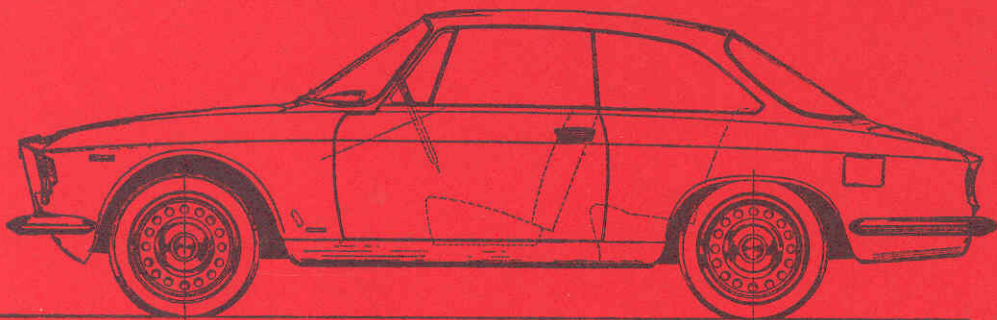
Of the Giulietta SZ, vested in a very light Zagato body, there existed various versions, differing according to tail length, in a tentative to find the formula which would best adapt itself to fast tracks and tortuous uphill racing. When the revolutionary hypothesis of the shortened tail presented itself, this was applied by Zagato between 1959 and 1960 to a car pro-

duced with tubular framework to obtain considerable lowering of the machine parts in respect to the normal running board. A 112 HP engine as mounted to be later worked upon. The body design, of

particular interest for its division into moveable panels, some of plastic, continued evolving up until the appearance of the TZ2, recently lowered and with an engine with twin ignition cylinder heads.

### Coupé two seater

Cylinders	4 in line
Cylinder capacity	cc 1570
BHP at 6500 rpm	112
Dry weight	lbs 1455
Top speed	mph 113



## Giulia GTA 1965

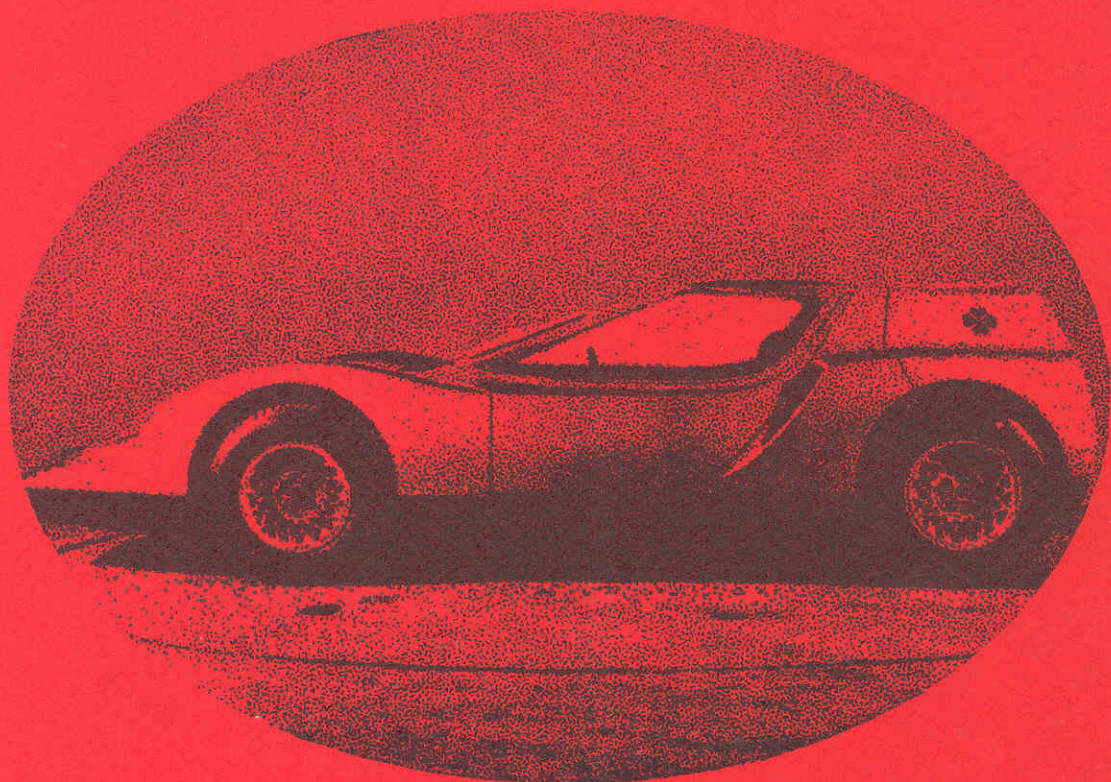
Those who know it just by the number of its victories (over 300 in one year) are probably driven to think that the Giulia GTA is a special racing construction. This is true, but only from one aspect. Planned and put in trim for racing, it is subjected to the characteristic daily evolution typical in racing cars and which allows it to continually overreach its own limits. From the other

aspect, it is a car which comes off the assembly line in a factory for mass-production and which, (possibly thanks to the preliminary choice which has made all Giulias the symbol of the exception which becomes the norm) for this

very reason differs so little from the normal Giulias. Before interventions of the manual type, the GTA is a car qualified for touring circulation and its principal characteristics are light body work in aluminium and a special twin ignition.

### Coupé 2+2 seater

Cylinders	4 in line
Cylinder capacity	cc 1570
BHP at 6000 rpm	115
Dry weight	lbs 1642
Top speed	mph 115

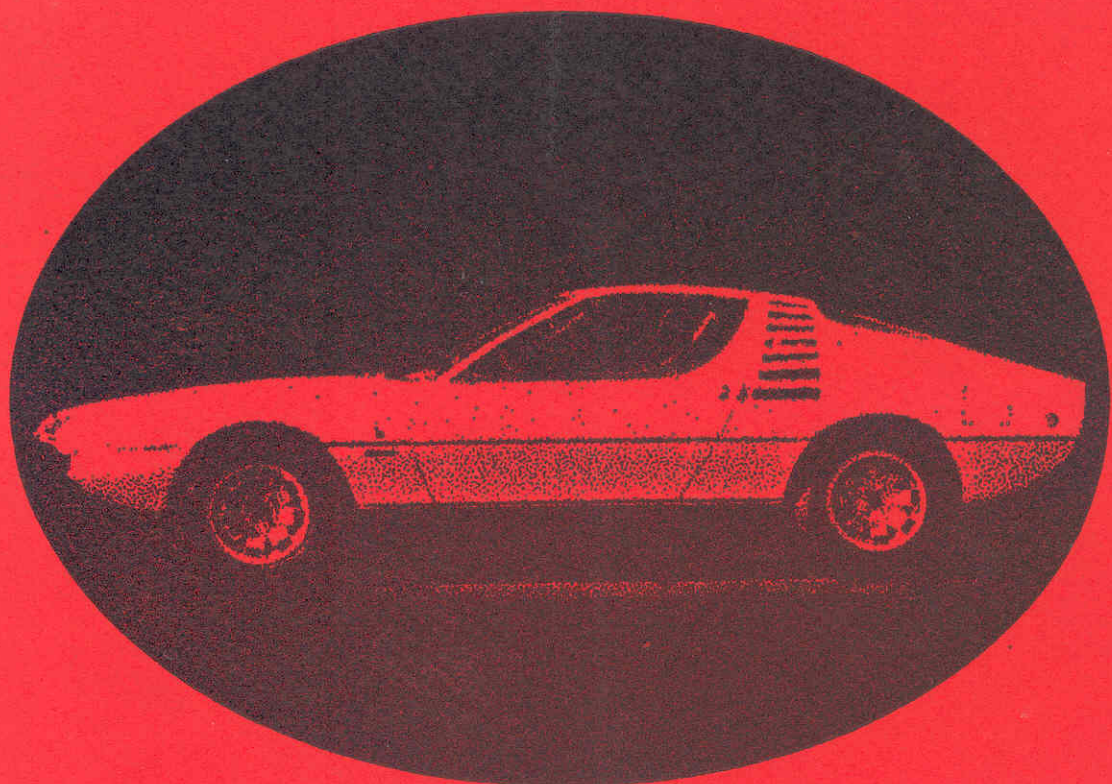


## Giulia 1600 Scarabeo 1966

The "Scarabeo" bodywork, proposed last autumn by the OSI for a frame built from Giulia parts, and with the engine positioned in front of the rear driving axle, while having

characteristics of highest efficiency, is neither a racing car nor a car for which mass-production can be envisaged. One is considering a piece of pure research, one of those few serious pieces, inserted in a formal stream which is coherent in itself and free from reminiscences, and which serve, perhaps after very many years, to determine a turning point in

our way of evaluating automobile architecture. After episodes of this kind, mass-produced cars cannot continue along the same paths without seeming incurably old. Their problems, even though radically different because of the necessity of stamped plate assembly (the "Scarabeo" is in fact modelled in fiberglass) will receive new and unconventional solutions.



## Expo 1967

This is the car with which Alfa Romeo, in collaboration with Bertone, has replied to an invitation from the Montreal World Fair. It is being presented in the pavillon dedicated to "Man the Producer", as the symbol of man's loft-

lest aspirations in the automobile world. This achievement of Alfa Romeo is not a dream car — one example among the many of science fiction applied to the automobile. It is instead an already proven reality, studied for the man of to-day with the criteria of the best he can obtain from the immediate future.

A sporting car, safe yet powerful. The aerodynamic function of its line, resolved with great formal dignity, presents an instant figure of quality and elegance.

The engine will meet the standards of this physiology, highest performance driving it forward with maximum force.



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