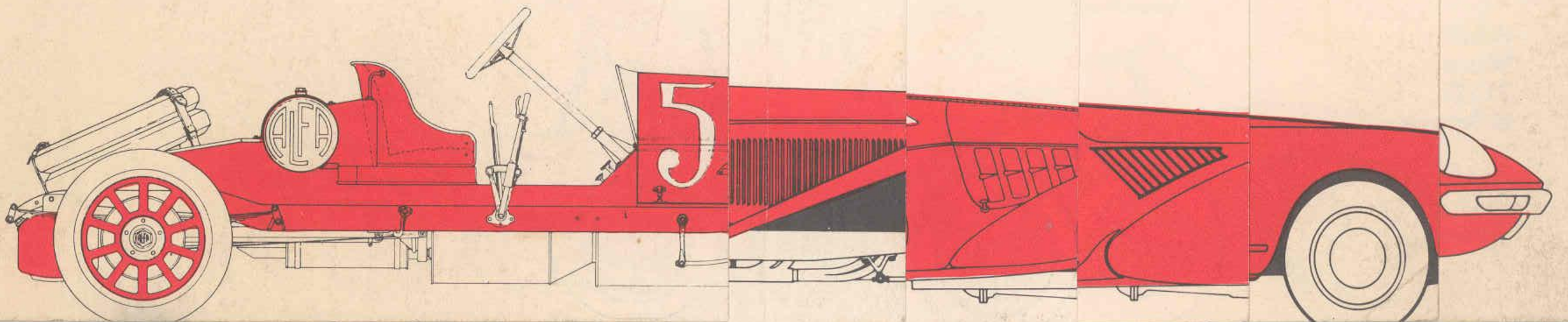
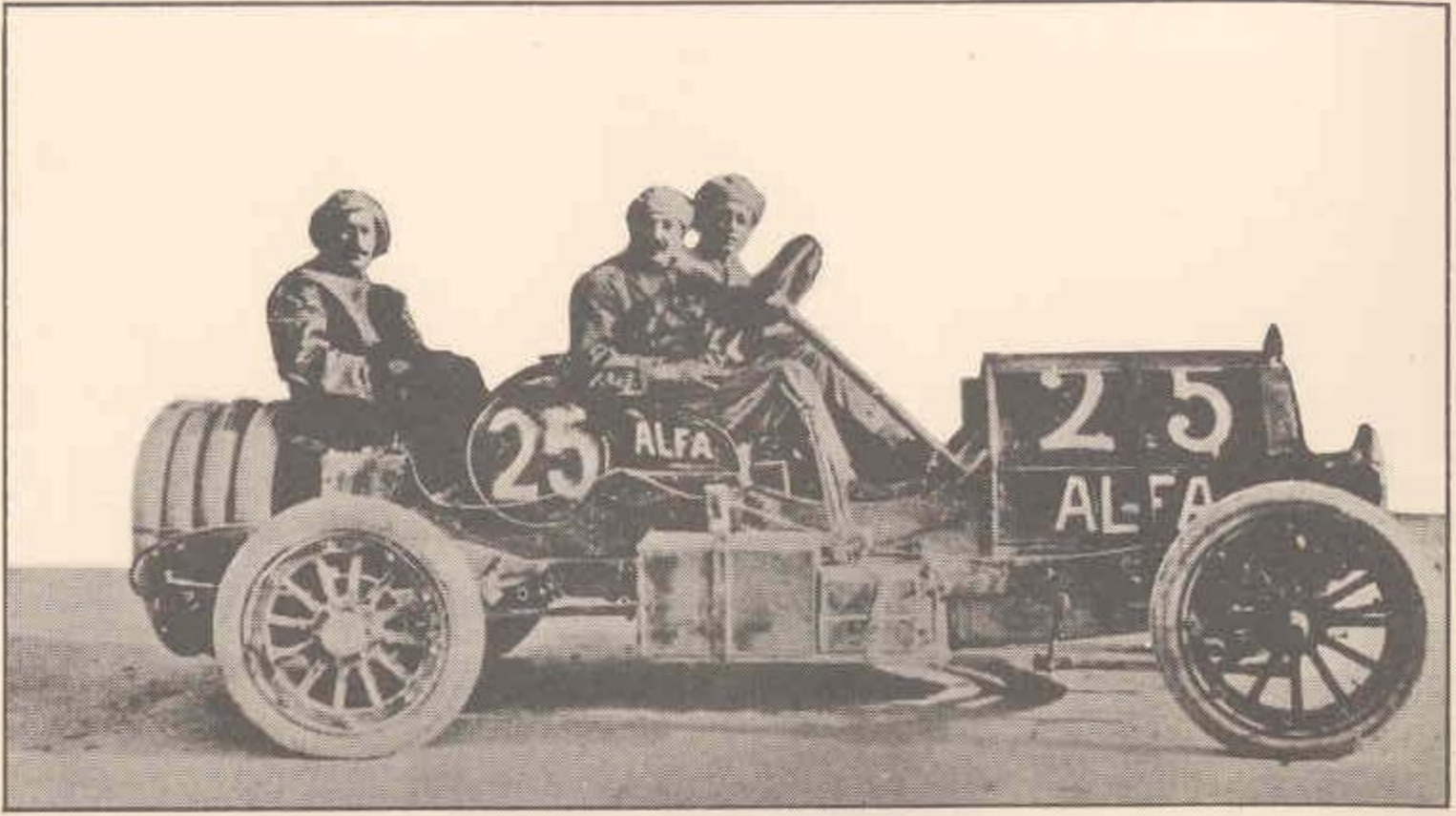
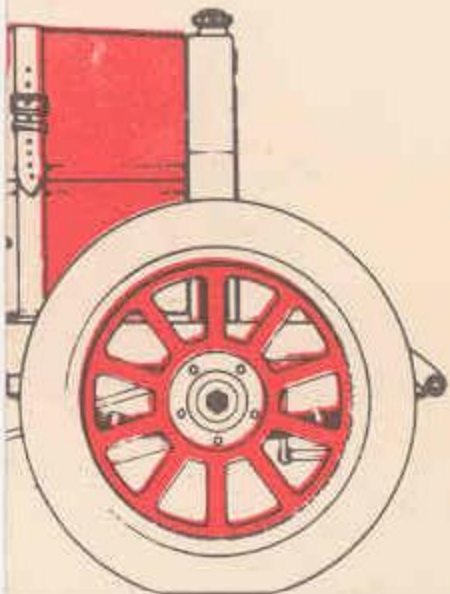


Inheritance of Excellence





An Alfa 24 HP, off to a 1912 road race and taking no chances on a blowout.



24 HP of 1911

In the beginning.

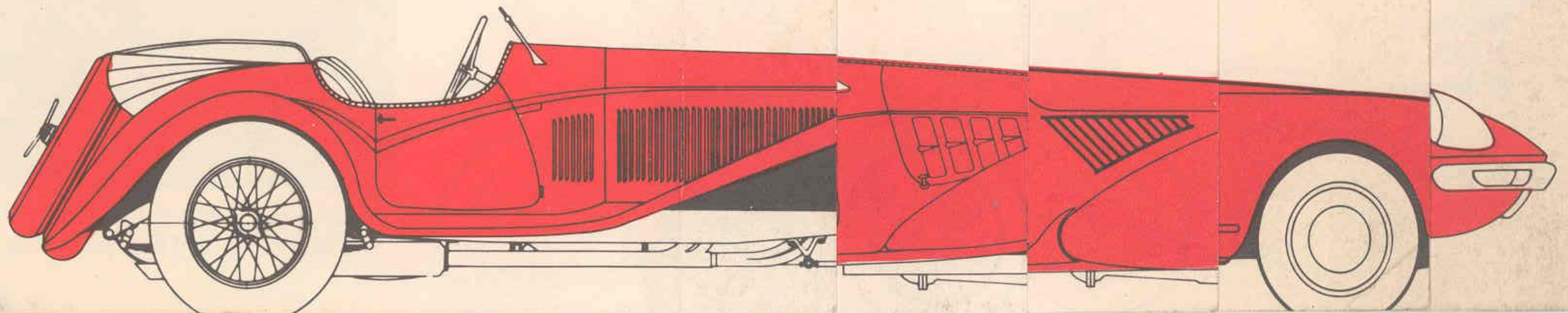
Alfa Romeo, a marque synonymous for more than half a century with splendidly engineered Italian sports cars, racing, and winning, had its origins in a French company producing automobiles in Italy.

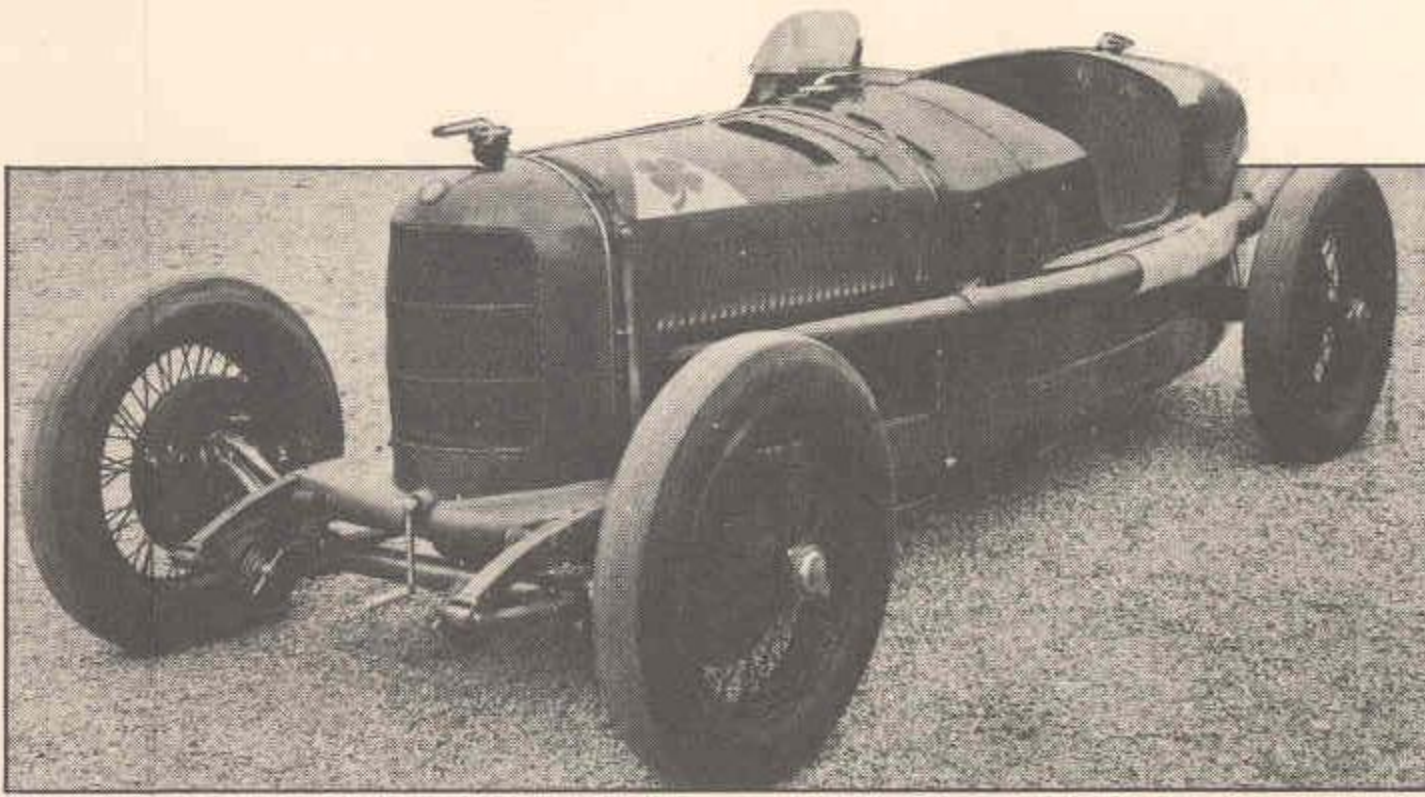
In 1909 the Italian enterprise of the Darracq family was up for sale. Their latest models, many of them taxicabs daily in the public eye, had lacked the engine and braking power necessary on the mountainous roads of Italy. The reputation of the company was tarnished and its new plant outside Milan stood idle.

A group of Milanese auto enthusiasts saw opportunity in the Darracq properties. Intent on building high-quality sporting cars with power and performance sufficient for both touring and racing, they took over the ailing company, and it was reincorporated as Anonima Lombarda Fabbrica Automobili (ALFA). Two years later the first Alfas were in competition in the *Targa Florio*, a grueling road race over the mountain roads of Sicily.

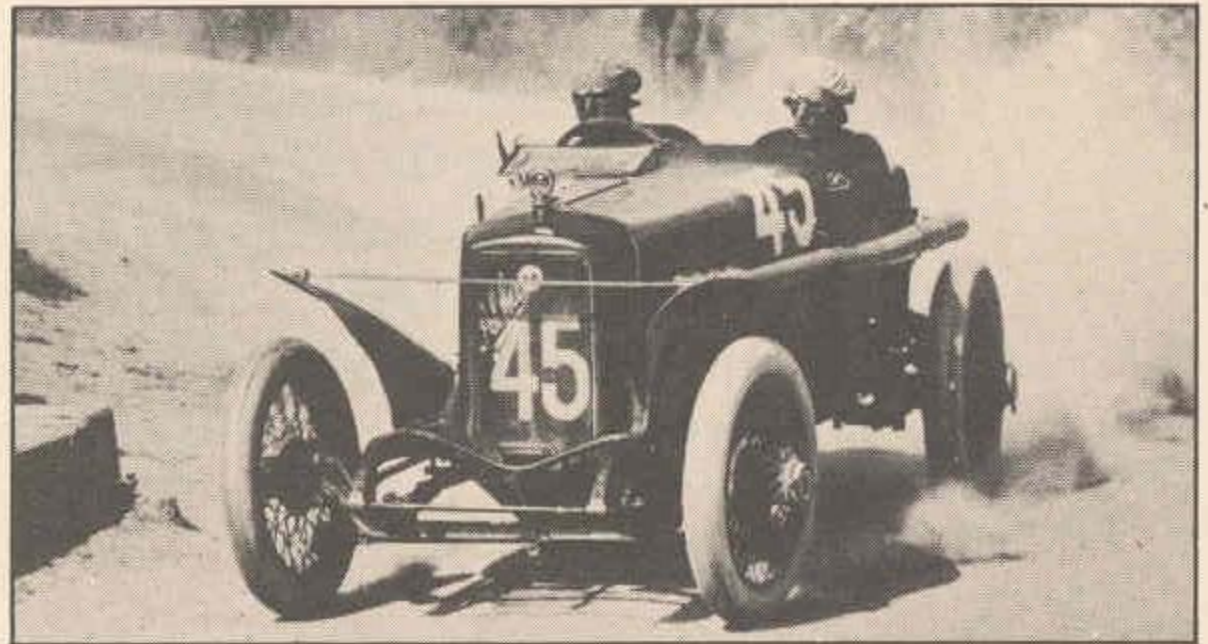
Alfa begins its long domination of racing.

Acceptance of the first Alfa models by motoring aficionados exceeded expectations. Production of the company's fast, elegant 4-cylinder designs quadrupled from 250 in 1912 to more than 1,000 in





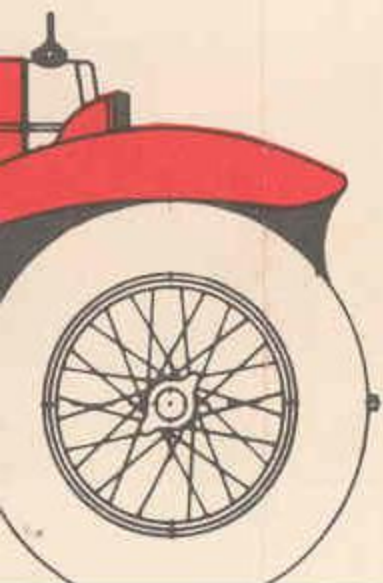
The legendary P2 of 1924, first supercharged Alfa Romeo Grand Prix car, won the first race in which it was entered with an astonishing average speed of more than 98 mph. On the hood: the lucky Alfa Romeo quadrifoglio.



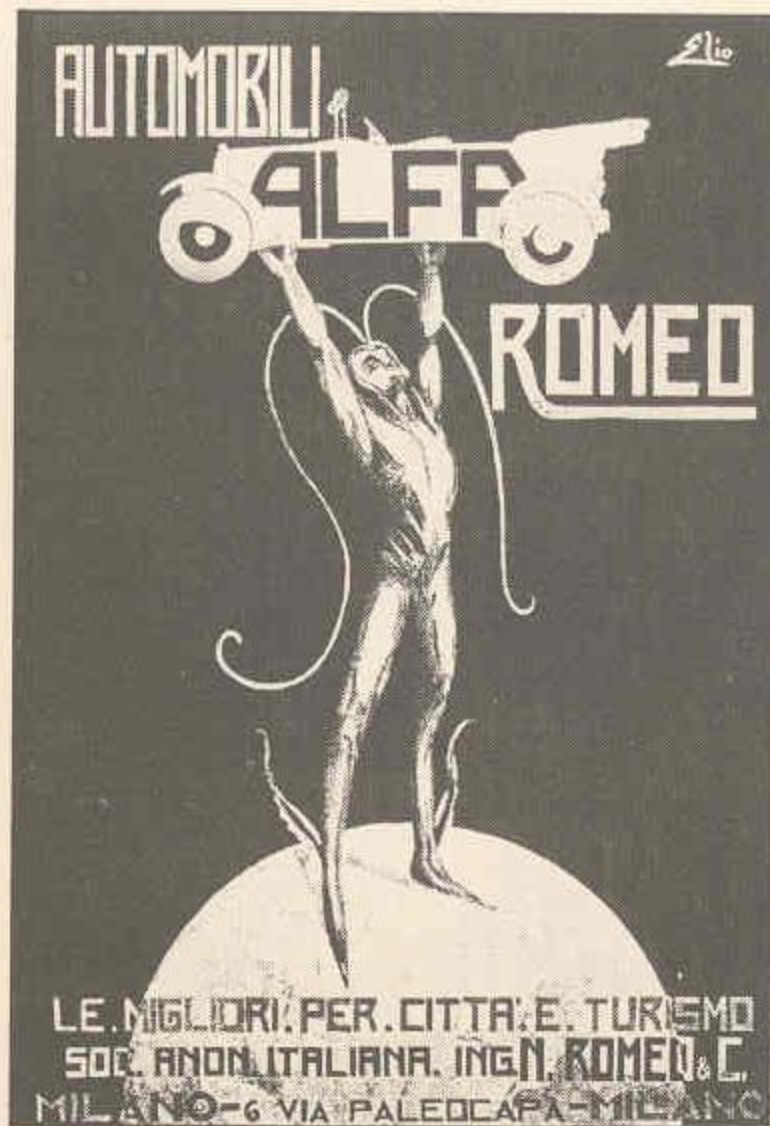
Giuseppe Campari at the wheel of a 40/60 HP during the 1922 Targa Florio.



Ascari and Campari finishing one-two in the P2 at the 1925 Prix d'Europa in Belgium.



1930 Spider Touring



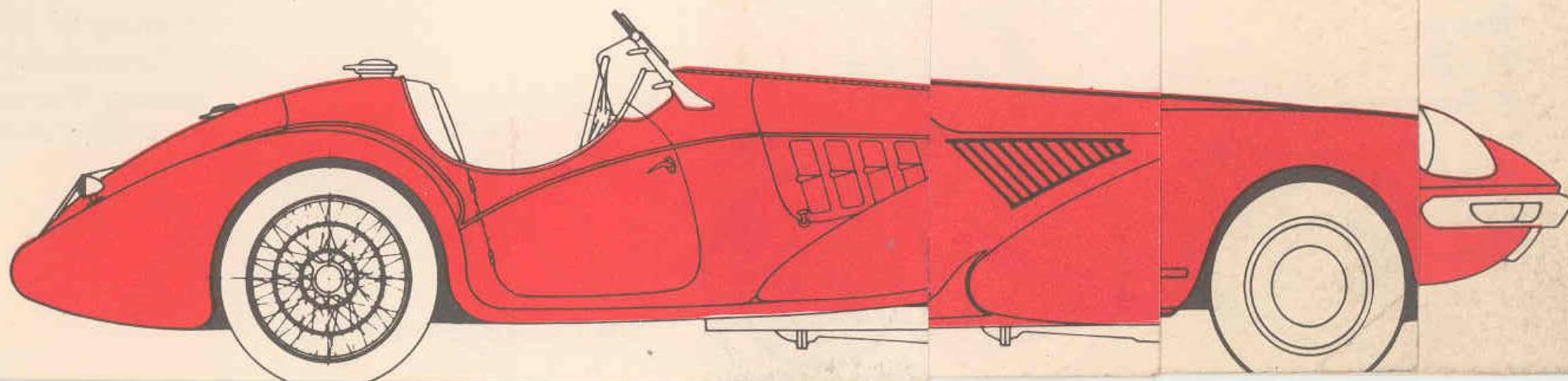
Not all Alfas have been racing designs. Advertisements such as these offered touring models to connoisseurs during the twenties and thirties.

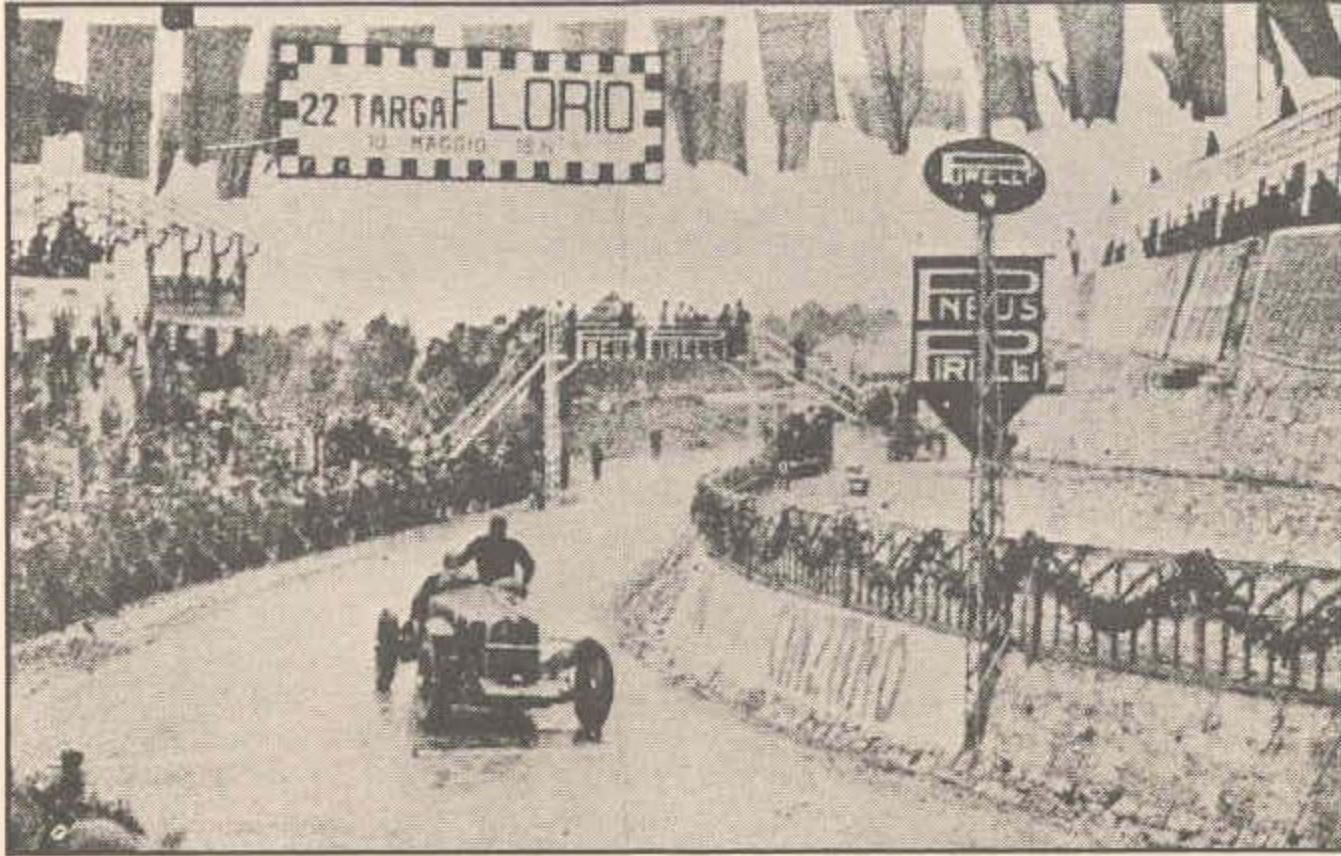
1915. The company then came under the management of the prominent industrialist Nicola Romeo, a motoring enthusiast as well as a businessman. Once World War I was over, he lost no time in bringing back to road and track the prewar Alfas—under the new marque of Alfa Romeo.

By 1923 Alfa Romeos, their blazing red bodies sporting a bright green four-leaf clover or *quadrifoglio* for luck, were competing all over Europe with remarkable success. Among their numerous important victories were the *Targa Florio* and the *Circuito di Cremona*. Among Alfa drivers of the day: a promising youngster named Enzo Ferrari.

The invincible P2.

It was beginning in 1924, however, that the place of Alfa Romeo in racing history was forever assured. In that year the brilliant Vittorio Jano designed the P2 Alfa Romeo Grand Prix car. A supercharged, double-overhead-camshaft straight eight, the P2

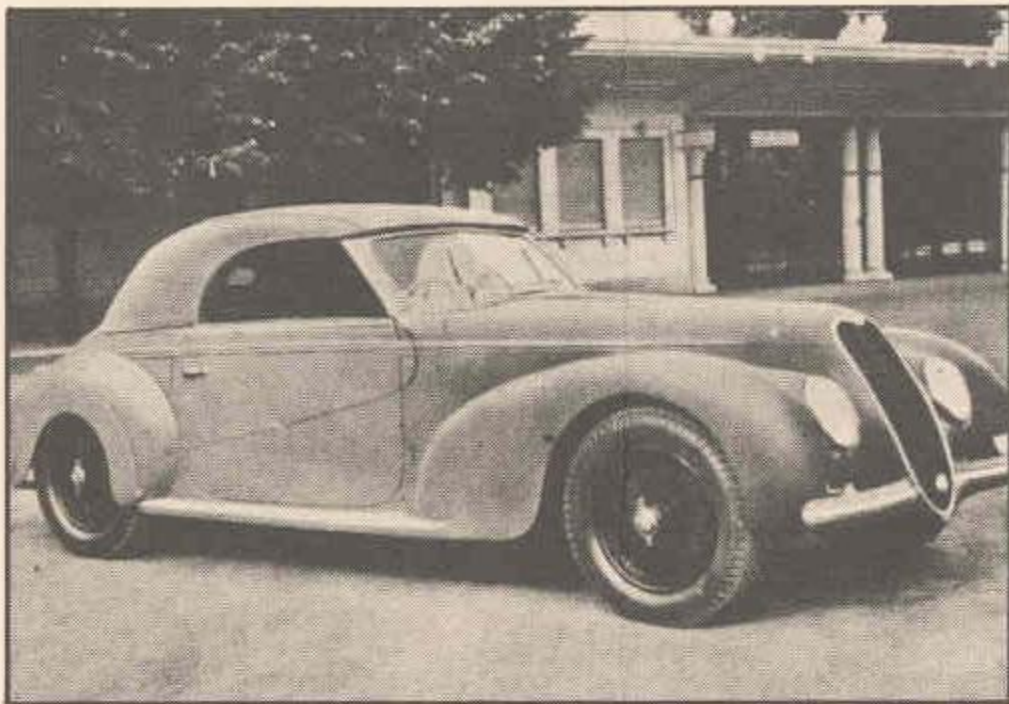




Tazio Nuvolari winning the 1931 Targa Florio.



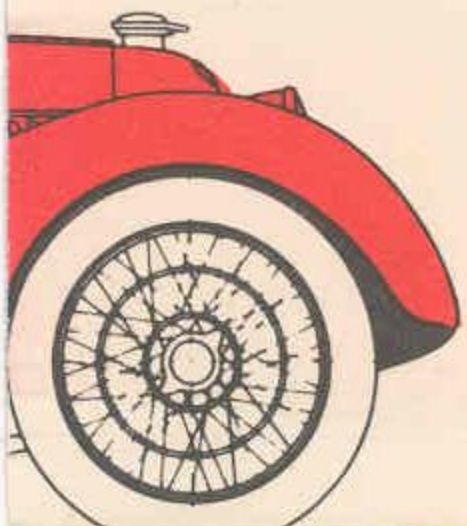
Spider 8C 2300 Corto winning the Mille Miglia of 1932. At the wheel: Nuvolari.



One of Touring's elegant designs for Alfa Romeo: the 1939 6C 2500 Sport.



Winning 8C 2900B driven by Clemente Biondetti at Padua during the 1938 Mille Miglia. The record winning time established by this Alfa was not to be equalled until 1953.



1935 Touring 8C 2900 A



A Mille Miglia tour arranged to promote the new Alfa 1750's in 1968 drew a total of seventeen 6C 1500's and 1750's, still running as well as the day they were built.

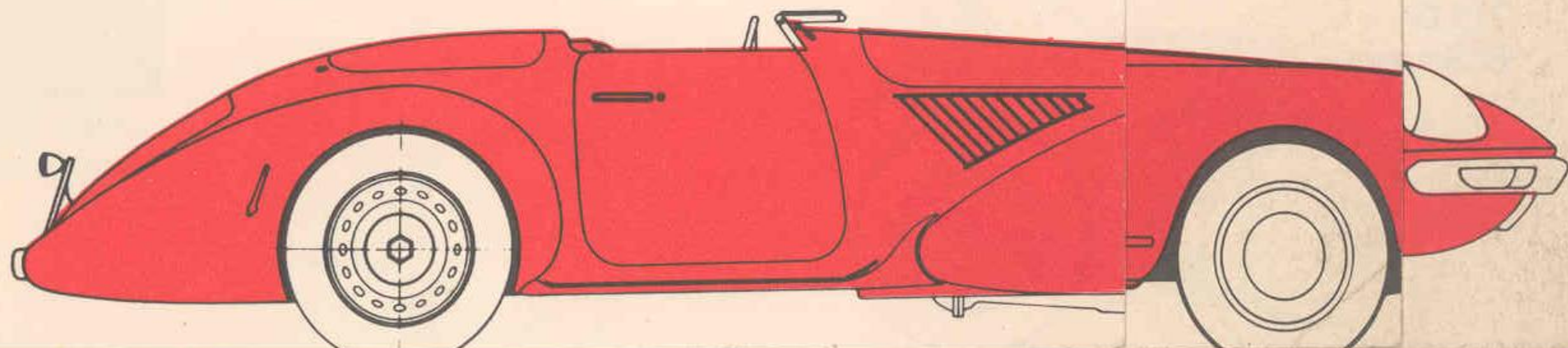
incredibly won the first Grand Prix it entered, won the World Championship in 1925, and in the next six years won no less than eighteen major international races.

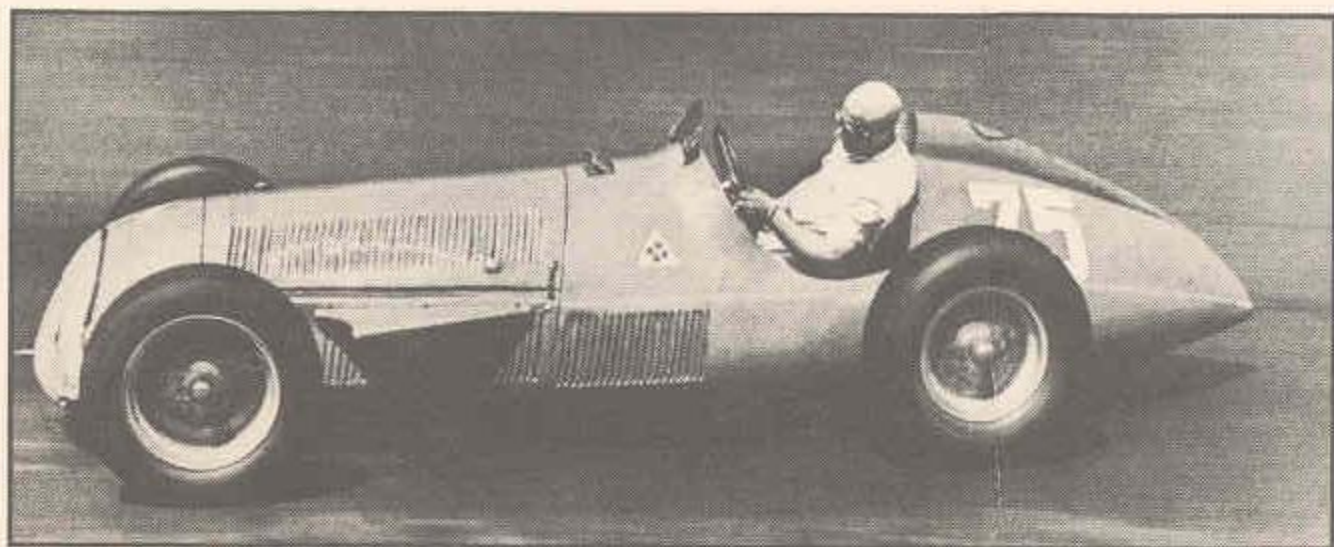
The P2 was the first in a series of Alfa Romeo designs which swept all before them for a quarter of a century. In 1929 appeared the first version of the six-cylinder 1750, prototype of a whole generation of touring and racing Alfas; in 1929 factory Alfas won *every* race they entered.

In the thirties, the list of victories is almost endless. Highlights: Tazio Nuvolari's electrifying conquest of a field of *ten* Bugattis, Maseratis, Mercedes and Auto Unions in the 1935 *German Grand Prix*; *seven* successive wins in the *Mille Miglia*, five of them first- through fourth-place sweeps. Victories in the forties added luster to the legend. The prewar-designed 8-cylinder Type 158 1.5 liter Alfa was undefeated in Grand Prix events which it entered from 1946 to 1951.

The modern era.

No Alfa Romeo has ever been a mass-production car in the sense most auto manufacturers use the term. None ever will be. Alfa standards of excellence in engineering, assembly and quality control forbid the compromises involved. Still, more connoisseurs of fine motor cars are today *Alfisti* than ever before, largely due to a decision taken by the company in





World Champion Juan Manuel Fangio in the Type 159 Grand Prix car at Nurburgring, 1951.



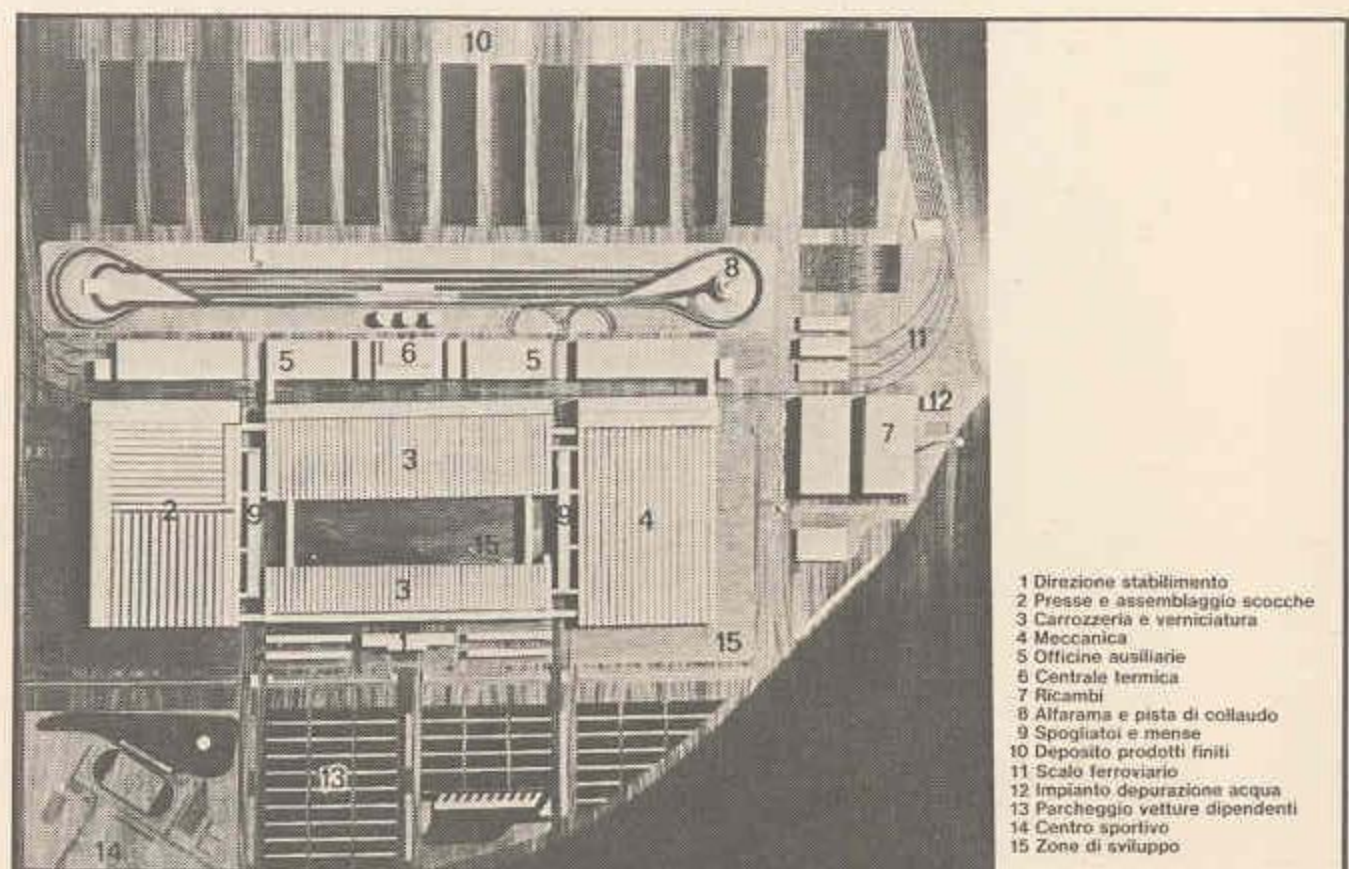
1960 2000 Sprint, body by Bertone.



New West Coast offices and parts/service facilities at El Segundo, California.



Alfa's new 5.3 million square foot plant at Arese, a few miles from the original works at Portello. Arese is now one of 3 points of assembly for Alfas.

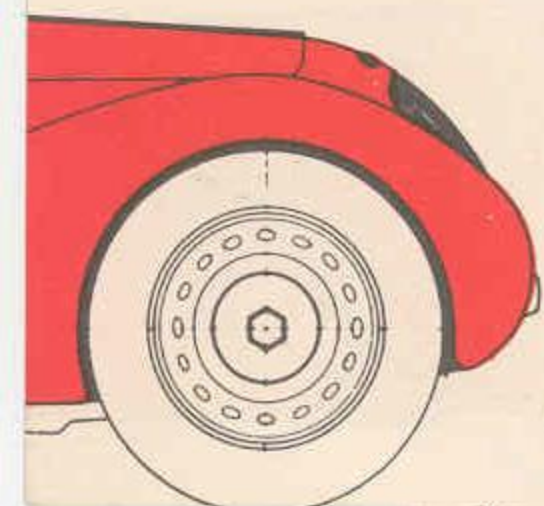


- 1 Direzione stabilimento
- 2 Presse e assemblaggio scocche
- 3 Carrozzeria e verniciatura
- 4 Meccanica
- 5 Officine ausiliarie
- 6 Centrale termica
- 7 Ricambi
- 8 Alfarama e pista di collaudo
- 9 Spogliatoi e mense
- 10 Deposito prodotti finiti
- 11 Scalo ferroviario
- 12 Impianto depurazione acqua
- 13 Parcheggio vettura dipendenti
- 14 Centro sportivo
- 15 Zone di sviluppo

Aerial view of Alfa-Sud, another of the company's new plants, under construction at Pomigliano d'Arco near Naples. Production at this new 584-acre site will be 1,000 automobiles per day.



Alfa's United States headquarters building, under construction at Englewood Cliffs, New Jersey.



6 cylinder 2500SS of 1939

the late 1940's—a decision which has, paradoxically, made Alfa Romeo one of the fastest growing auto companies in the world.

The decision was to concentrate the company's resources on volume production of high-performance, medium displacement automobiles for the growing numbers of sophisticated motorists around the world. These cars, offering at competitive prices such expensive refinements as the legendary Alfa twin-overhead-camshaft power plant, have found a waiting market.

First came the 1900, a 4-cylinder car produced in a number of distinctive versions. Next, the Giulietta, introduced in its sprint version in 1954. Then the 2000, 2600 and 1600cc Giulia series. Latest is the 1750 series of sports, touring and passenger cars, named in honor of the earlier 1750's that were perhaps the most successful racing automobiles ever created.

Producing quality motor cars in quantity.

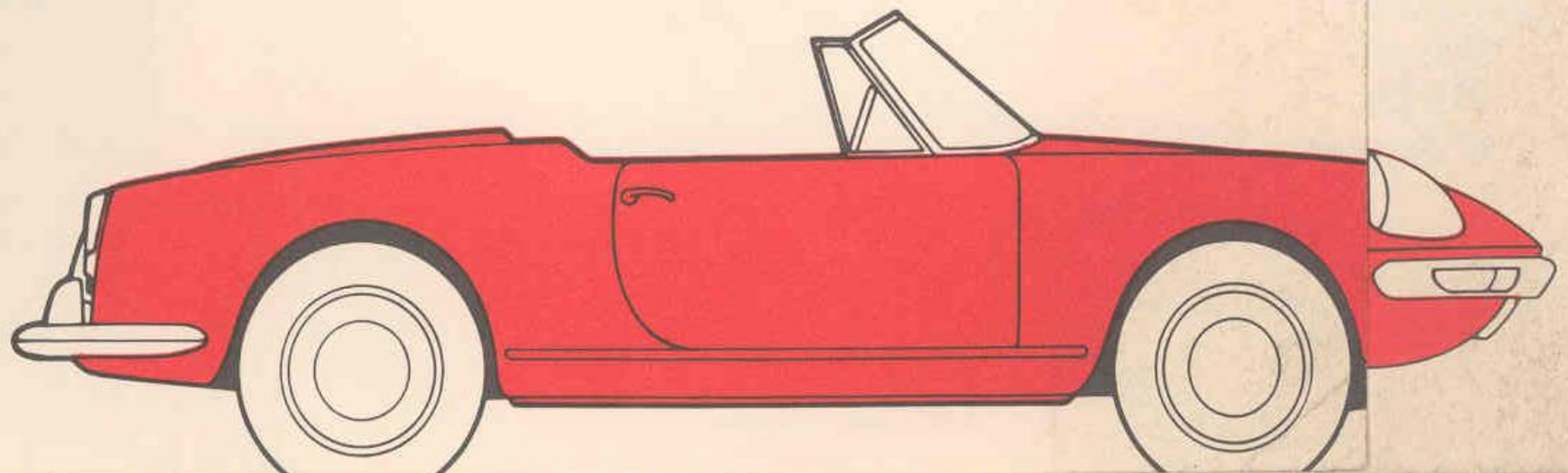
Production of Alfa Romeo motor cars has increased dramatically from 325 in 1950 to nearly 130,000 in 1969 but is still not sufficient to meet demand. One reason is painstaking Alfa quality control. Alfa management has steadfastly refused to adopt so-called "modern" assembly line practices such

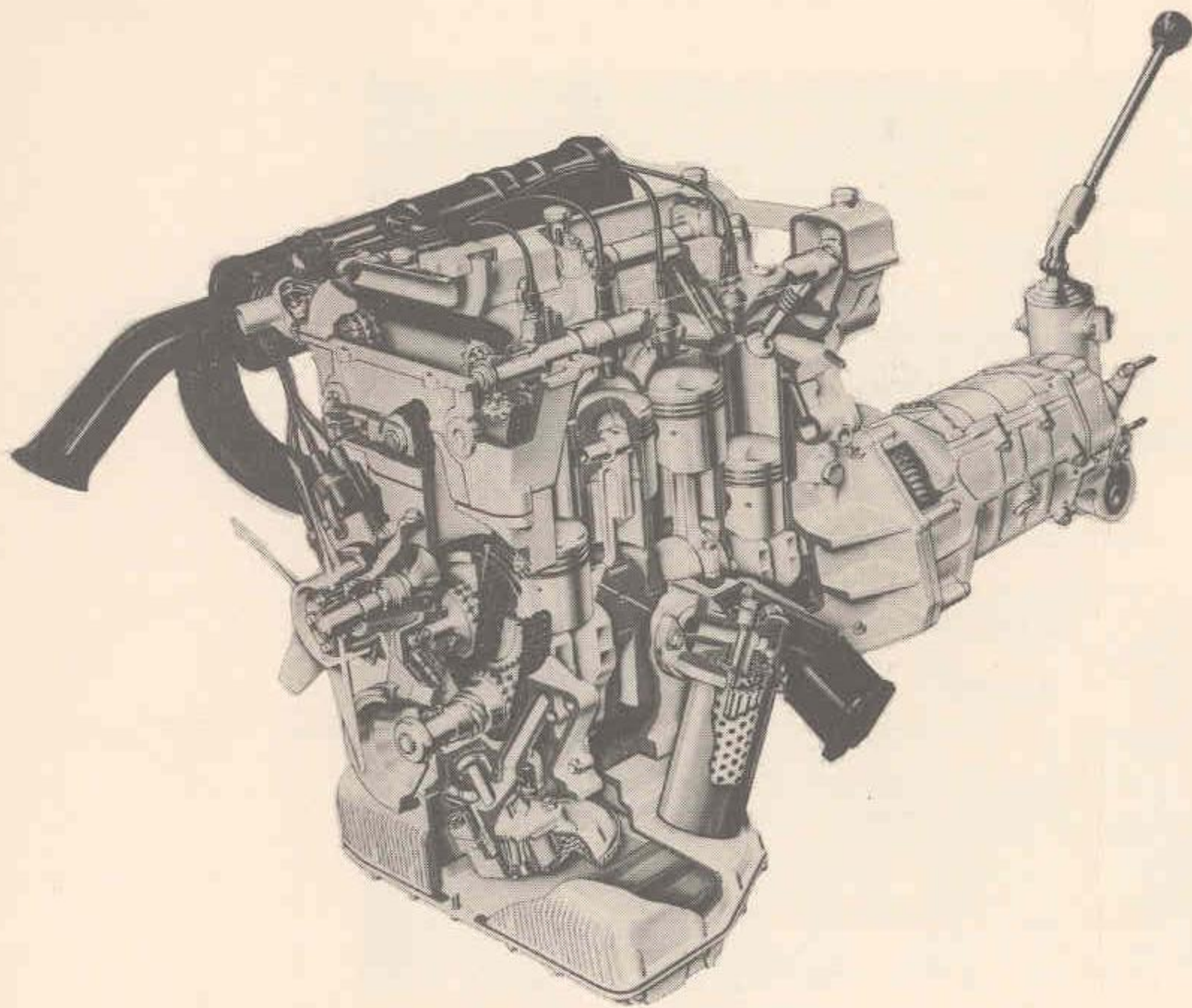
as spot-checking engine components. Every part of *every* Alfa engine is inspected before assembly, a time-consuming process *Alfisti* have no desire to see ended, even if it means waiting a bit. A second reason is striking styling by prize-winning designers such as Pininfarina and Bertone, assuring that the outside of each new succeeding Alfa Romeo model is as beautiful as the engineering inside.

The greatest reason for the marque's increasing popularity, however, is simply the inexpressible confidence any Alfa inspires in its owner. Whether he races his Alfa Romeo, tours with it, or merely drives it in daily urban-suburban travel, an Alfa owner knows that he is in command of a *race-refined* motor car that is extraordinarily responsive and extraordinarily safe.

The Alfa D.O.H.C. engine.

The heart of this inheritance of excellence is the famous Alfa Romeo double-overhead-camshaft engine (a type so costly to build it remains virtually unavailable on domestic cars). Fed by a fuel injection system identical to that in





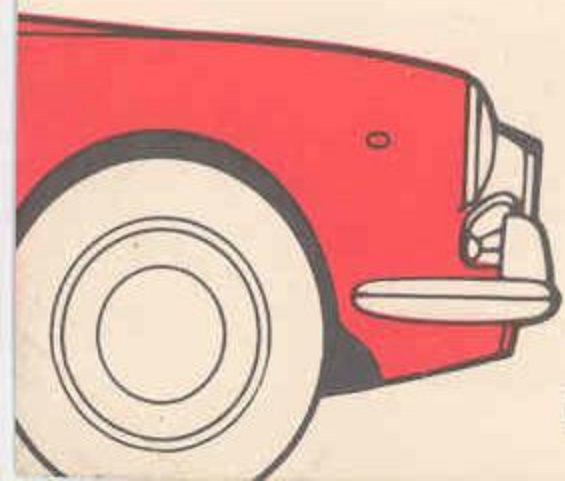
The fuel-injected, double-overhead-camshaft engine powering today's Alfa Romeos, direct descendant of Vittorio Jano's landmark design for the P2. Every Alfa conceived for road or track since 1924 has been built around this most efficient of internal combustion engine designs, long recognized by automotive engineers as the best way to produce maximum power and economy from any size engine. It is standard equipment — not an extra-cost option — on every Alfa.



Fuel-injected 1750 Alfa Romeos introduced in 1969: Berlina, Spider Veloce®, GT Veloce®.



The Alfa Romeo Montreal, originally created especially for Canada's '67 World Exposition to express man's highest achievement in motor cars. Styled by Nuccio Bertone, this "dream car" is now in limited production.



1955 Spider Giulietta

Alfa's Type 33 racing car, this superbly efficient power plant is mated to a *five*-speed, fully synchronized transmission enabling it to deliver impressive acceleration in any situation, in *any* gear — not merely first and second.

Stopping power equal to the Alfa engine's remarkable performance is assured by *4-wheel disc* brakes that produce more effective stopping power than the brakes on a Cadillac. Exceptional maneuverability in town or on turnpike is provided by precise, quick steering.

A racing suspension system with anti-roll bars front and rear makes an Alfa hold tight to the road, wet or dry. It never gets out of shape, either cornering or flat-out over the roughest back-country cow-path. The advanced body design progressively absorbs impact force, safeguards passengers.

All are standard equipment on an Alfa. All, like the incomparable Alfa power plant itself, owe their development to lessons well learned in 60 years of racing competition.

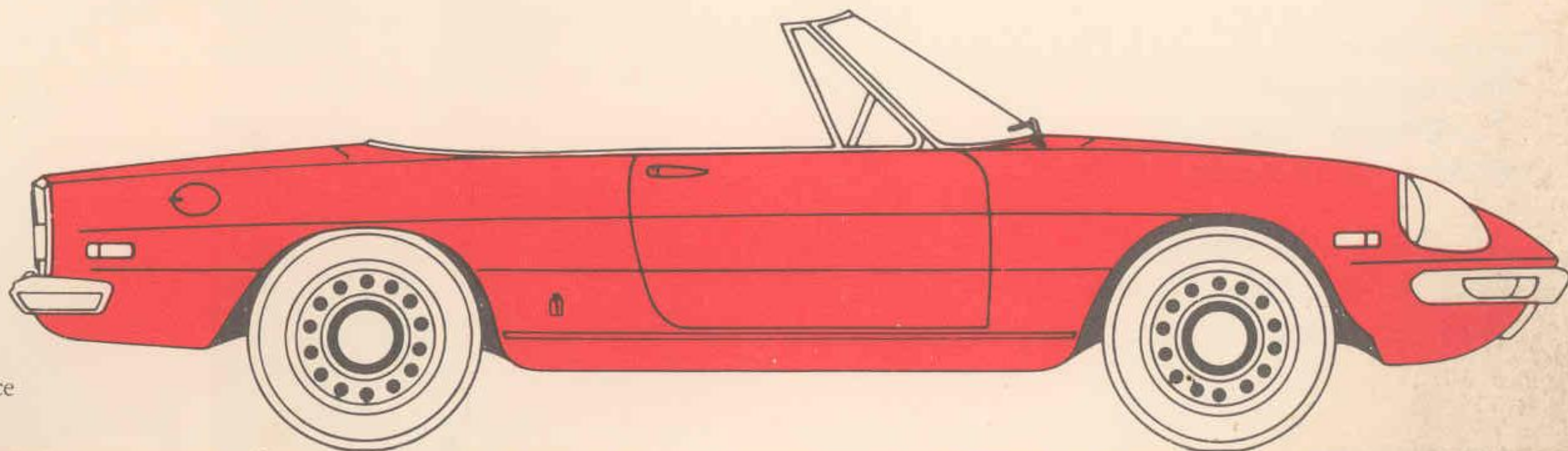
Alfa accelerates.

Today the company's unflagging interest in competition — a return to Manufacturer's Championship racing in 1968, more than 500

significant victories with production models in 1969 — guarantees that the traditional Alfa Romeo policy of performance-proved progress will continue. And a carefully phased expansion of production capacity is underway to satisfy the growing demand for Alfas.

Alfa Romeo's new plant at Arese, a short distance from the original Portello works, will eventually turn out 200,000 meticulously assembled Alfas each year. A second installation at Pomigliano d'Arco near Naples will help assure that the company achieves its goal of a total annual production capacity of nearly 500,000 units by 1973.

Growth of the company's world-wide sales and service network has paralleled increases in production output. Expansion of sales/service outlets in the United States has been especially rapid in response to the enthusiastic reception accorded Alfa Romeo cars by American drivers. Alfa Romeos are now sold and serviced at a fast-growing list of locations throughout the U.S. and Canada.



1971 1750 Spider Veloce

The famous Alfa Romeo radiator badge, distinctive emblem on every Alfa built since 1910. Elements of the design date to Milanese participation in the Crusades. A white insignia bearing a blue serpent was given to the departing crusaders by their Archbishop, Arnolph III. Since Biblical times the serpent had been a traditional sign of good luck.

When the victorious crusaders returned home, a red figure symbolizing the vanquished Saracens was placed in the serpent's mouth. The red cross on a white field records the heroic action of Giovanni da Rho, first to scale the walls of the Holy City and plant the Cross upon them.

Eventually the two flags became joined as the official insignia of Milan. Later they were adopted as a coat-of-arms by the Visconti family, the city's ranking nobility.

In 1910, when the first Alfa appeared, this ancient emblem was chosen as the company's trademark. The encircling laurel commemorates Alfa Romeo's first world championship in 1925.



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