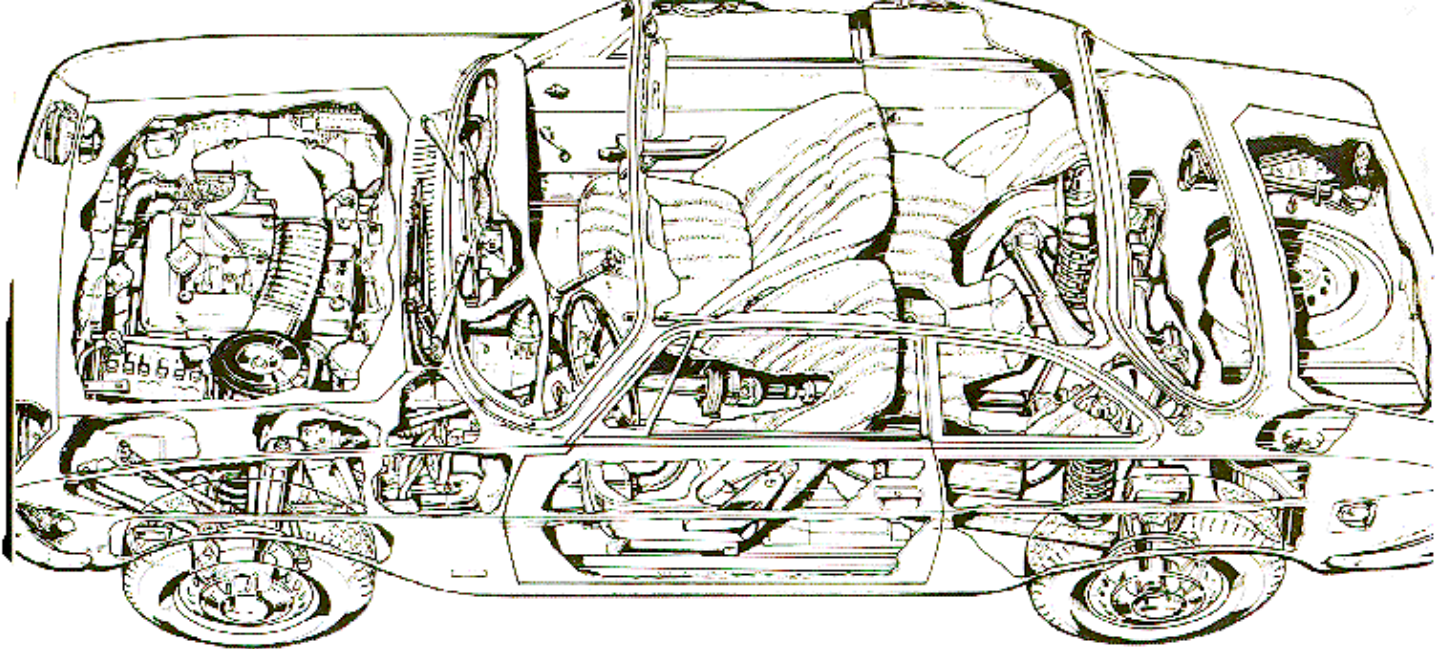


# Alfa Romeo Central Parts Operations





The purchase of an Alfa Romeo is a very important happening for a man... it is the fulfillment of a desire. His choice is determined by Alfa's reputation and its superior performance capabilities. The Alfa Romeo

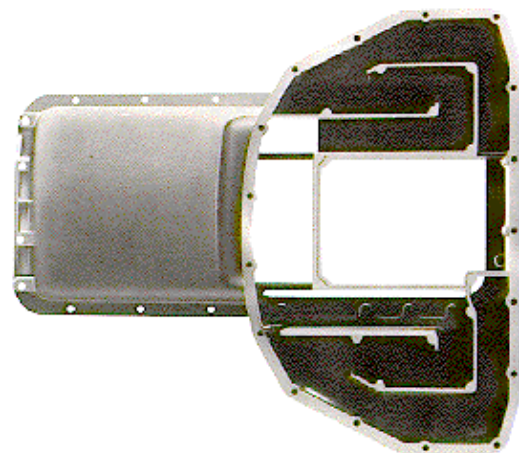


buyer has the desire for a personal car, one in which he is in complete command of its exciting pick-up, speed, power, handling, dependability and most important of all... safety.



Along with the thrill of purchasing an Alfa Romeo, goes the dollar investment, and its inherent responsibilities of ownership and proper maintenance. How can one insure proper maintenance? When a spare part is needed one must be sure it is an original Alfa Romeo spare part!

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If one uses a part similar but not identical to the original, that is manufactured with different materials and procedures,

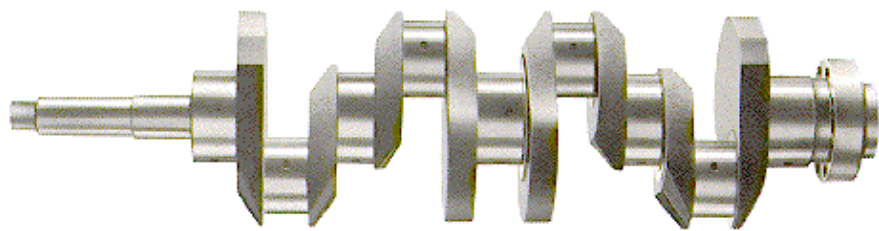


one brakes a certain balance of quality and functionality.

Alfa Romeo automobiles are designed by skilled technical personnel and born from years of experience and ingenuity. Each part is vital to the next.

Rigid testing and the highest performance standards are achieved in the manufacture of every part, their assembly and of course... the finished Alfa Romeo.

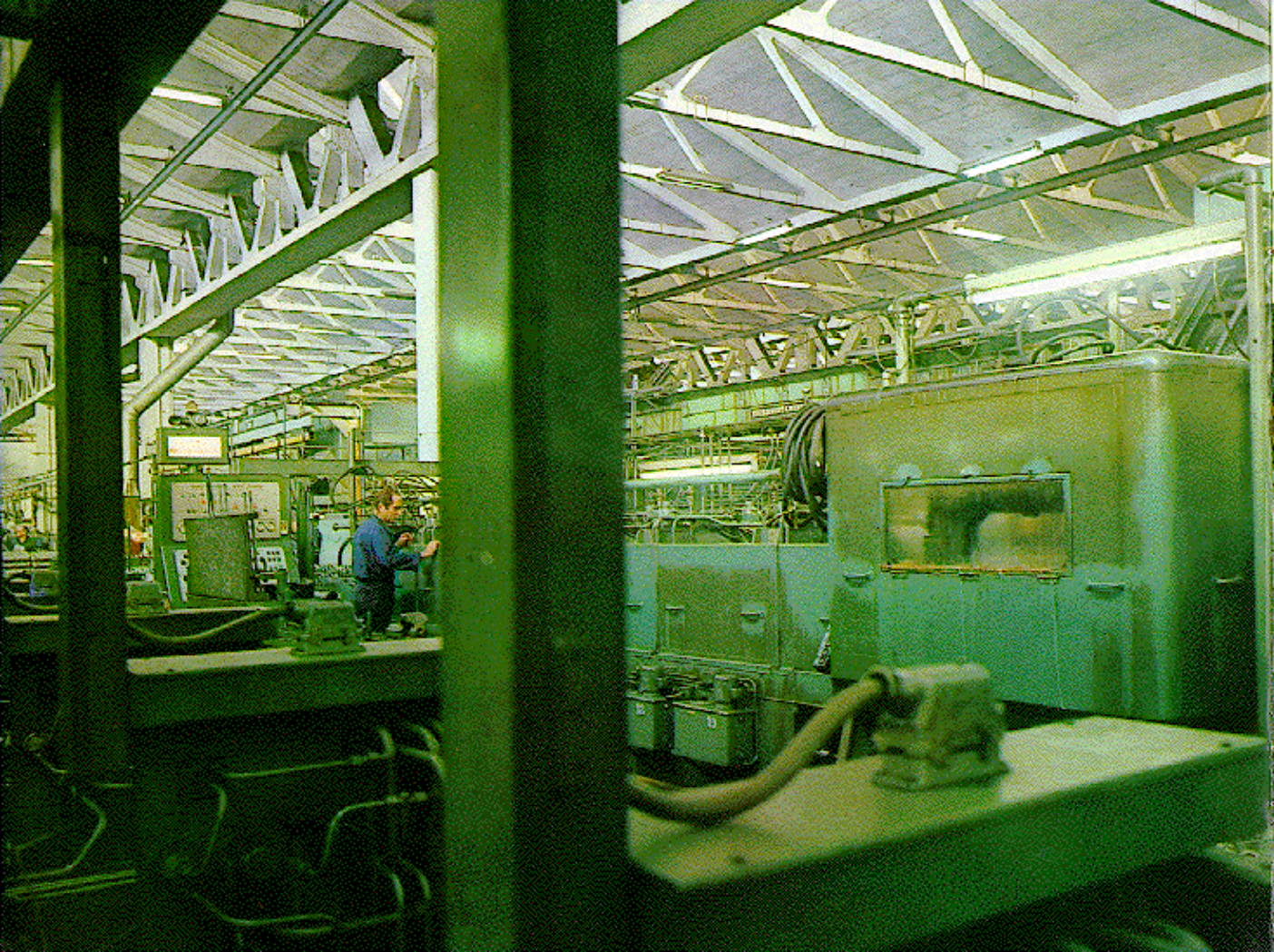
In the beginning of the manufacturing process, there is the Alfa Romeo Research Center, with well



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equipped laboratories, where technological analysis of all materials and their performance are carried out. After this preliminary research is completed and materials approved, they are forwarded to the production lines. After assembly, each piece and part is tested again with special equipment and then forwarded to assembly lines and the parts department. Here is the important point which we make about the original spare part - it is identical to the one which went on the new automobile.









The new plant in Arese, Italy: 344,450 square feet of covered floor space exclusively for the stocking of spare parts and 16,145 square feet for modern offices and the electronic center of the parts department. From the production line, all parts are first checked and treated for storage protection... some have a dry lubricant, some are placed in preformed packing cases made for gears, windshields are placed in preformed polyethylene casings, etc.





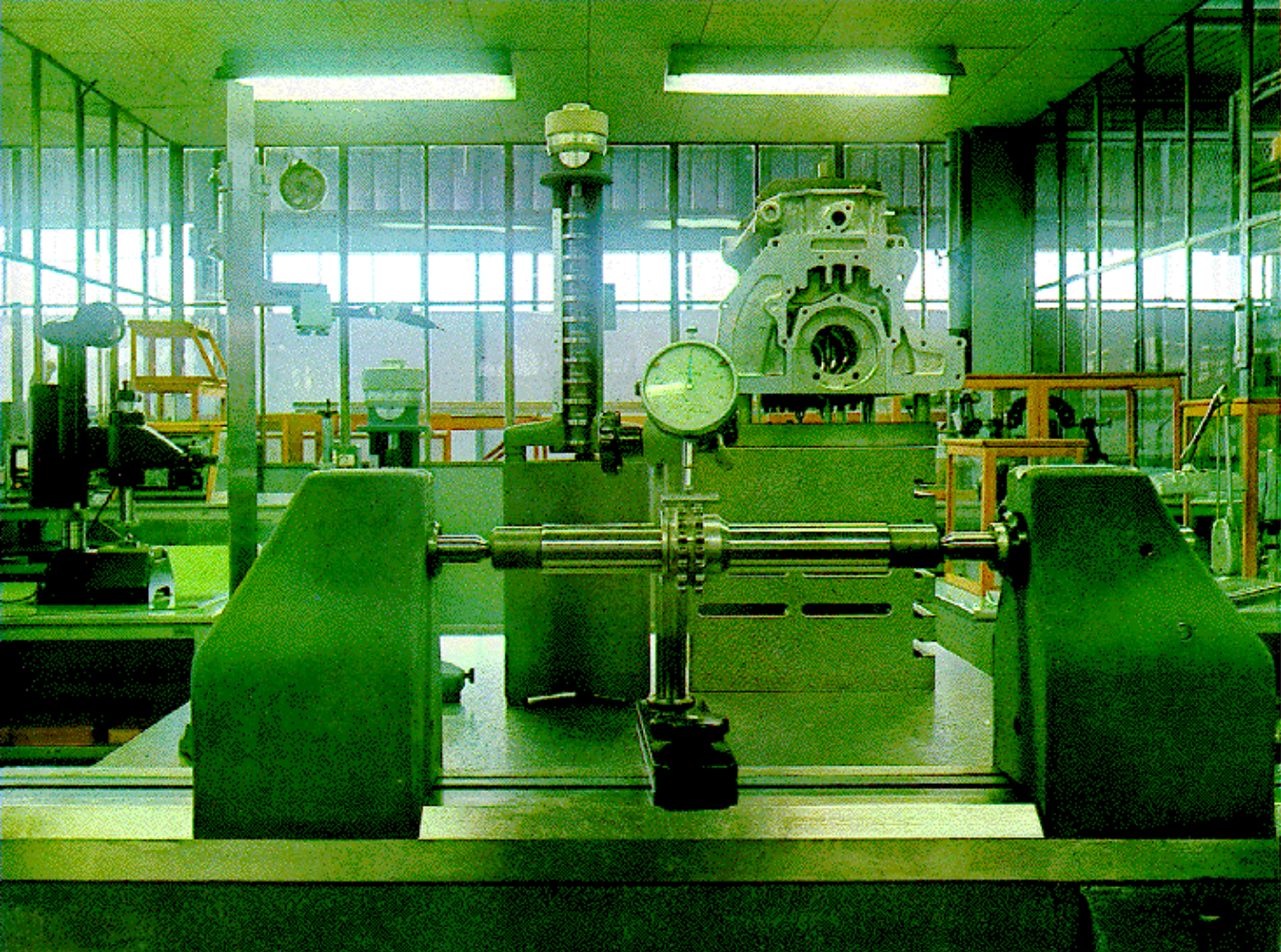
After this protective processing, the parts are placed in a stock area which is one of the most unique of its kind in any warehousing operation. A total of 35,000 parts are stocked, 24,000 of which are handled by what in Italy



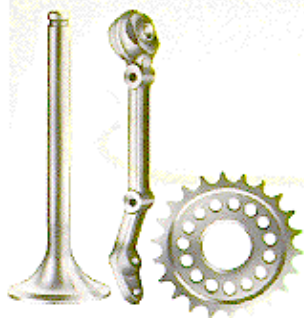
is called a  
"traslatore",  
or translated is an  
automatic elevator  
which operates  
vertically,  
horizontally and  
diagonally across  
7,4 miles of stock  
shelving area,  
to select the  
desired part which  
is ordered.  
Any one of these



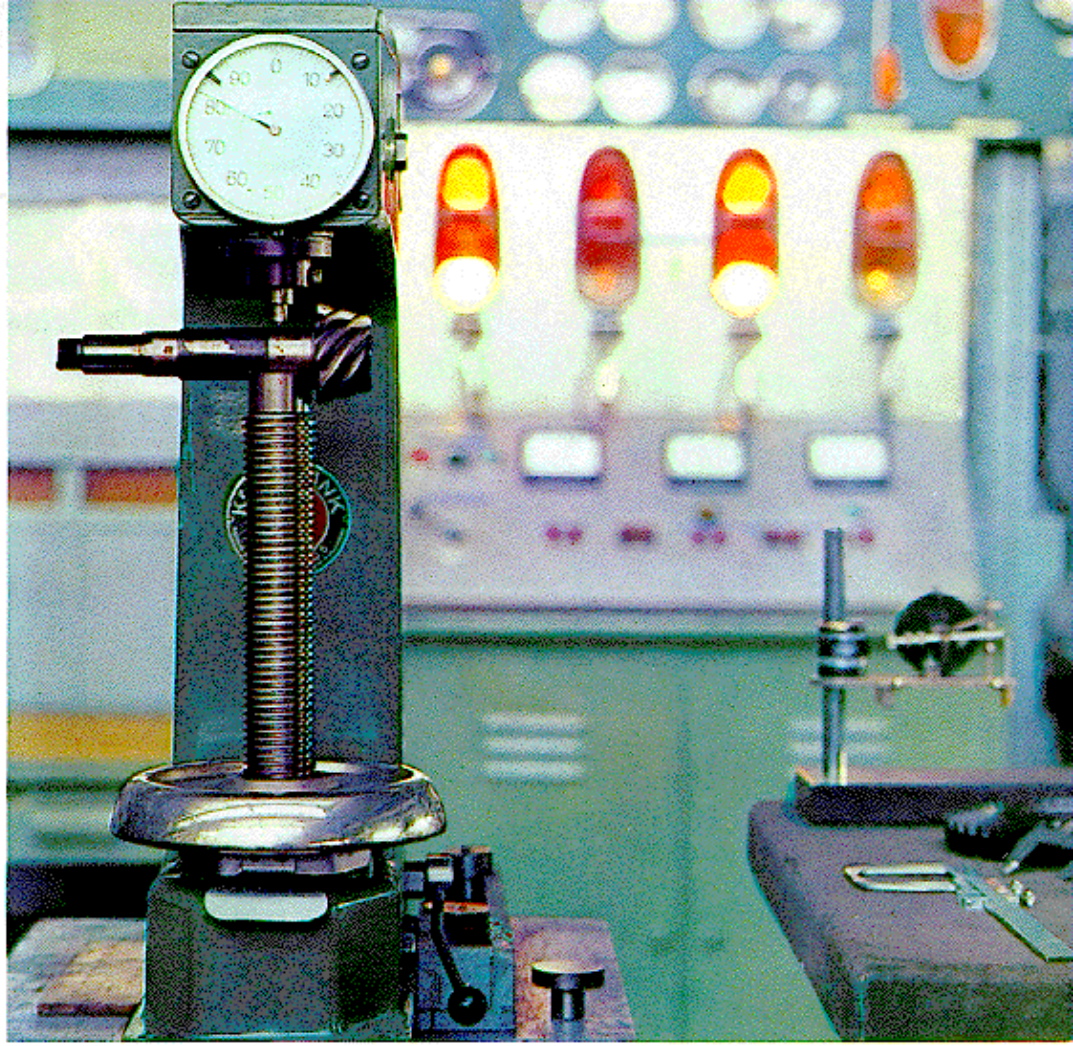








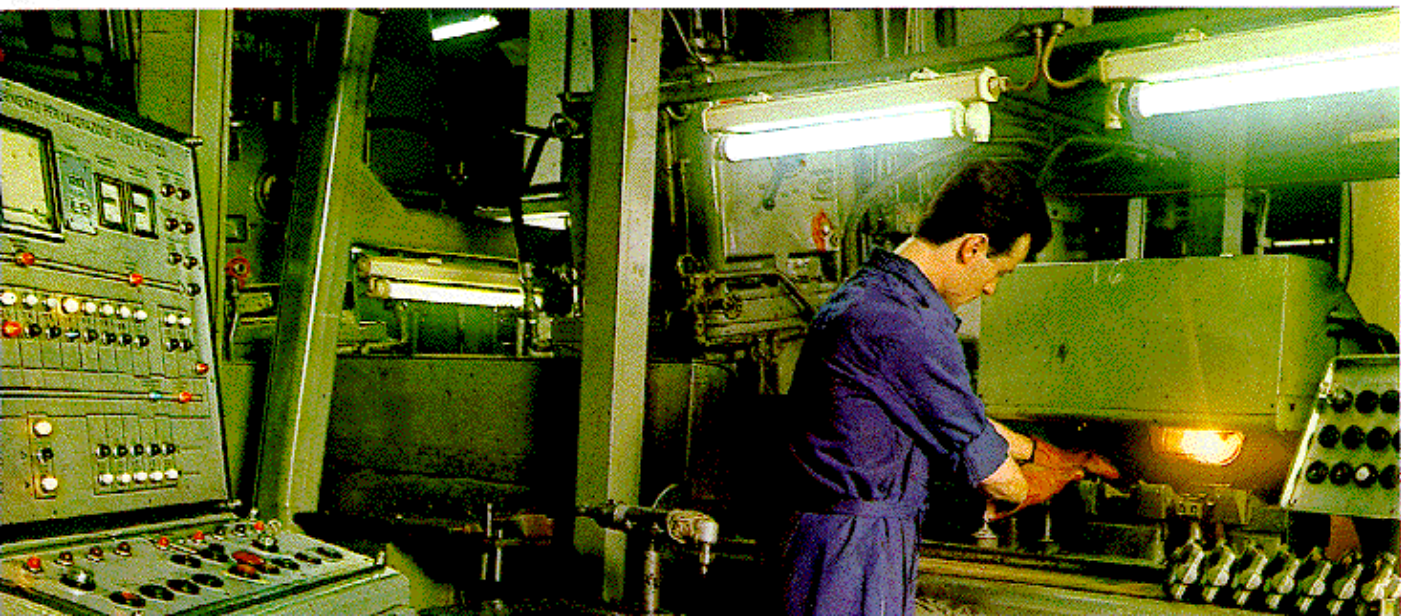
24,000 parts  
can be  
located and  
automatically  
selected  
by the man  
operating  
the  
“translator”  
in less  
one minute!



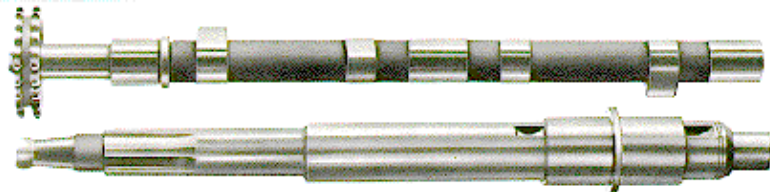
The Spare Parts Department is completed by a special department which manufactures original parts of Alfa Romeo models which have been superseded...



this enables Alfa to keep in their original form, those wonderful models which were by-passed by their more modern counterparts. These original parts of the older models must adhere to the same rigid specifications and testing as the new parts.







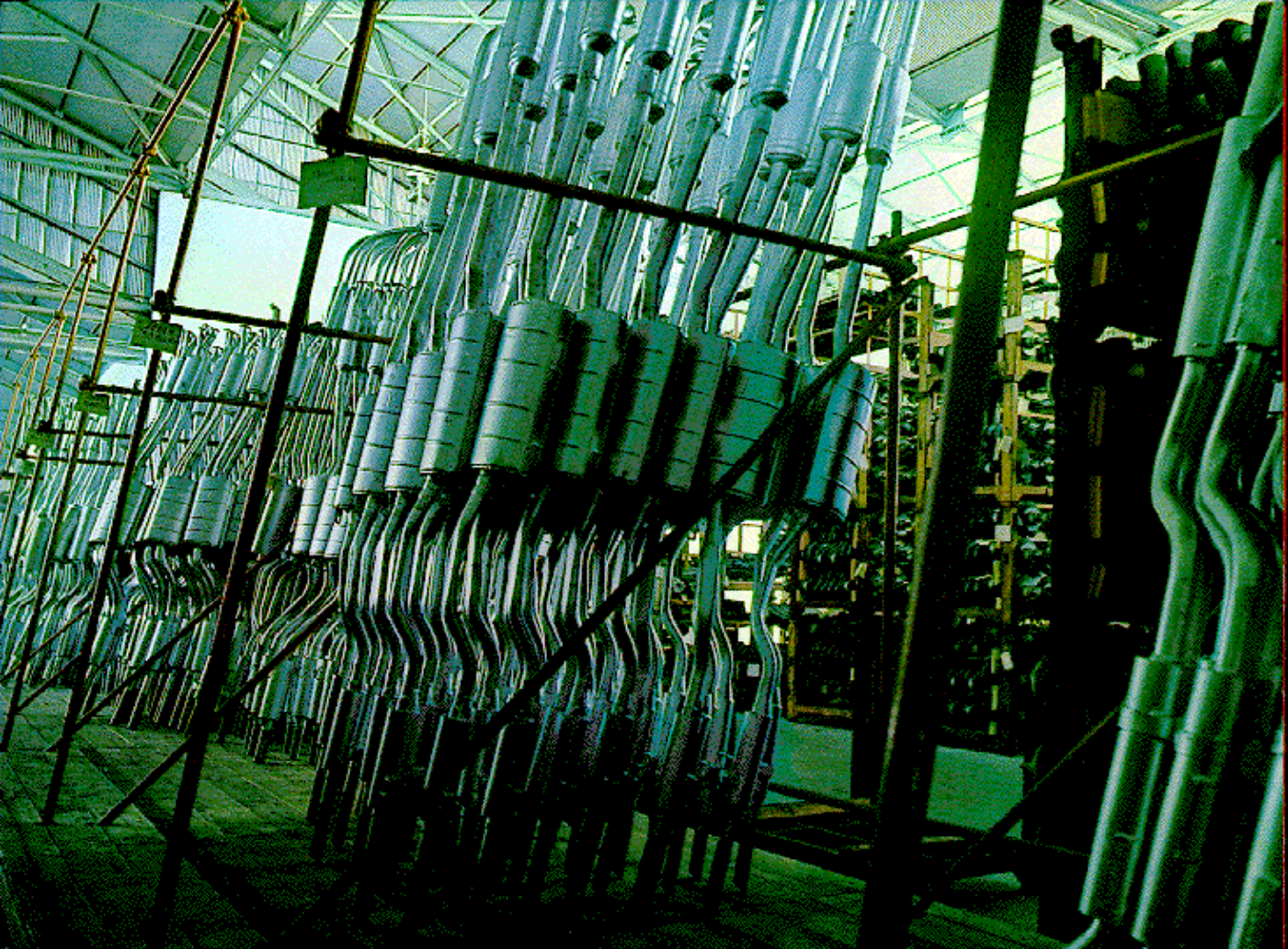
The Spare Parts Department is equipped with an IBM Electronic Computing Center which unerringly supplies information regarding the stock availability of each part, and processes parts orders from Italy and the entire world. This electronic computer ensures Alfa Romeo management, and Alfa Romeo Dealers and owners, that there will always be enough parts on hand, available for immediate delivery to the vast empire of service points located throughout the world. We assure you, the original Alfa part will always be there!







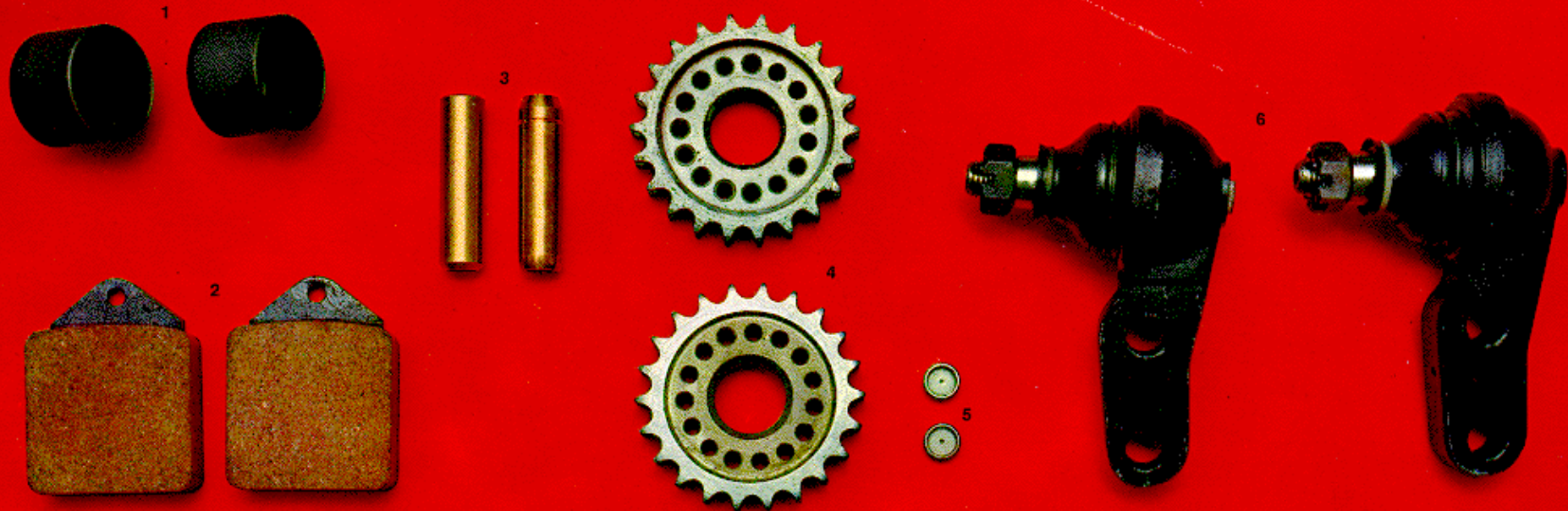












**1 CAM FOLLOWER** - The follower on the right is an aftermarket "pirate" part. Its i.d. height, and o.d. do not conform to Alfa Romeo tolerances and would result in seizing in the head. The surface finish on the working surfaces is inadequate by Alfa Romeo standards. Uneven thickness of the hardening and varying hardness values were also found. The results are short life, noisy operation, and possibility of seizure damage to the valve train and head.

**2 BRAKE PADS** - "Pirate" pads have been found to be less efficient and the cause of irregular and uneven braking at varying speeds. "Pulling", is a common result of use of these spurious pads. The pad springs which grip the cylinder are painted instead of being cadmium plated.

**3 VALVE GUIDE** - The guide on the right that is not genuine was found to cause excessive oil consumption and deposits in the combustion chamber. The cause was oil bypass through the guide due to the radii not conforming to original designs. It was also found that genuine Alfa Romeo guides have a higher material hardness value which lengthens the guide's life and prevents poor adjustment due to rocking of the valve stem in the guides.

**4 TIMING CHAIN SPROCKET** - In this substitute sprocket, it was found that the teeth were not square to its axis and that the surface finish is below the Alfa Romeo standards. As a result, the engine had excessive noise and severely shortened chain life.

**5 VALVE ADJUSTING PAD** - These pads are a very important part in determining the performance and life of the engine. The "pirate" pad (lower) is of different design and dimensions than the genuine pad. Interference between the pad and valve keepers results. This interference promotes excessive clearance and noise leading to an eventual malfunction. The number stamped on this part, and indicates its thickness, does not correspond to its true dimensional value.

**6 LOWER FRONT BALL JOINT** - This is one of the most critical parts, as related to safety. This joint connects the lower A frame to the steering knuckle. Its function is to permit steering and transmit the road load from the wheel to the spring. The "pirate" joint (on the right) has a smaller section in the load bearing area than the genuine part. It is therefore more easily subject to failure. The protective rubber seal lacks a retaining ring, which could result in the joint freezing later on due to a poor seal. Further, the surface hardness and material strength are somewhat lower which could promote premature wear.



Genuine spares: in this package by Alfa Romeo dealers