



HARALD J. WESTER



"I LIVED WITH YOU FOR TWENTY YEARS:
HOW MANY DEEDS, EVENTS AND MEN WENT BY!
TODAY I REMEMBER THEM, EACH AND EVERYONE.
I STILL HAVE, FOR ALFA, THE TENDERNESS OF A FIRST LOVE.
THE PURE AFFECTION OF A CHILD FOR HIS MOTHER."

Enzo Ferrari



ANTONIO ASCARI



TAZIO NUVOLARI



NIKI LAUDA



WE STARTED BUILDING CARS IN 1910...



A.L.F.A.

ANONIMA LOMBARDA FABBRICA AUTOMOBILI

Alfa Romeo



...AND WE STARTED RACING IN 1911,
QUITE OFTEN VICTORIOUS

Old Rommel



WE WON THIS...

1ST WORLD CHAMPIONSHIP
IN MONZA 1925
WITH GASTONE BRILLI PERI



...AND ALSO THIS...

1ST EVER FORMULA I WORLD
CHAMPIONSHIP GRAND PRIX
IN MAY 1950 WITH NINO FARINA



...AND THIS TOO...

1951 SPANISH GRAND PRIX
WITH JUAN MANUEL FANGIO,
IN AN ALFA ROMEO 159





...WE CAPTURED THIS...

1975 WORLD CHAMPIONSHIP FOR
MAKES WITH THE ALFA ROMEO 33TT12





...AND DOMINATED THIS...

1977 WORLD CHAMPIONSHIP
FOR SPORTS CARS WITH 33SC12S





...AND TOOK ALL THESE...

Alfa Romeo



11 MILLE MIGLIA RACES

1928 1929 1930 1931 1932 1933

1934 1935 1936 1937 1938

(9 TIMES 1ST 2ND AND 3RD PLACE)



...AND THESE TOO...

Alfa Romeo

10 RACE AT TARGA FLORIO

1923 1930 1931 1932 1933 1934 1935 1959 1971 1975



...WE TOOK THESE TITLES...

4 24 HOURS LE MANS RACES
1931 1932 1933 1934

Alfa Romeo



AND ALL THESE ACROSS EUROPE...

17

EUROPEAN TOURING CAR
CHAMPIONSHIPS



...AND ASSERTED OURSELVES IN GERMANY WITH THIS...

Deutsche Tourenwagen Meisterschaft (DTM) IN 1993



...AND RACKED UP ALL THESE ACROSS THE GLOBE

- 2 BRITISH TOURING CAR CHAMPIONSHIPS
- 6 ITALIAN SUPERTURISMO CAR CHAMPIONSHIPS
- 5 SPANISH TOURING CAR CHAMPIONSHIPS
- 2 FRENCH TOURING CAR CHAMPIONSHIPS
- 7 HISTORICAL GRAN TURISMO CHAMPIONSHIPS
- 4 EUROPEAN CLASSIC TORUING CAR CHAMPIONSHIPS
- 3 BATHURST UNIQUE FUEL CHAMPIONSHIPS

- 9 MAKES CHAMPIONSHIP
- 4 DRIVERS' CHAMPIONSHIPS
- 10 ITALIAN F3 CHAMPIONSHIPS
- 10 EUROPEAN F3 CHAMPIONSHIPS
- 5 EUROPEAN F3 CUPS
- 8 FRENCH F3 CHAMPIONSHIPS
- 3 GERMAN F3 CHAMPIONSHIPS
- 1 GIRO D'ITALIA (1988)
- 2 TRANS-AM CHAMPIONSHIP (1966, 1970)



MUCH GLORY ON THE RACE TRACK... WHICH NEVER TRANSLATED INTO GREAT FINANCIAL SUCCESS



1910-1939

1940-1959

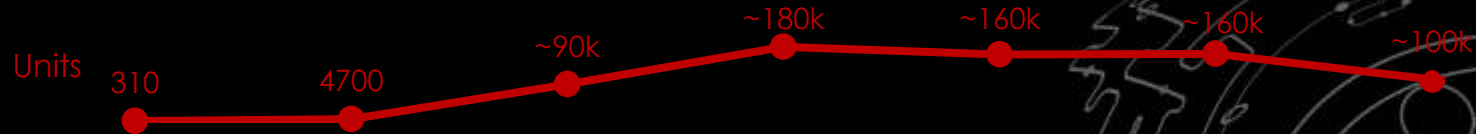
1960-1979

1980'S

1990'S

2000'S

2010'S



FIAT S.P.A. ACQUIRED CONTROL OF ALFA ROMEO S.P.A.
IN 1987 & BEGAN A CONVERGENCE PROCESS WITH FIAT
ARCHITECTURES AND POWERTRAINS, WHICH PRODUCED THIS...

FIAT BUILT THE CROMA...



FIAT CROMA

... AND TRIED TO TURN INTO AN ALFA ROMEO



ALFA ROMEO 164

...BUT THE ORIGINAL SIN WAS COMMITTED EARLIER

FROM THIS...



Nissan Pulsar

... TO THIS



Alfa Romeo Arna

1984

SINCE THEN, WE BUILT A NUMBER OF BEAUTIFUL CARS...



Brera (2005)



159 (2006)



Spider (2006)

INCLUDING CARS OF THE YEAR



147 (2000)



156 (1997)



...BUT THEY MISSED THE HISTORICAL DNA OF THE BRAND

ADVANCED, INNOVATIVE ENGINES *IN CARS THAT HAD NEARLY*

PERFECT 50-50 WEIGHT DISTRIBUTION *COMBINED WITH*

A SET OF UNIQUE TECHNICAL SOLUTIONS *THAT MADE THE CARS STAND OUT, WITH*

CLASS EXCLUSIVE POWER-TO-WEIGHT RATIOS *AND WITH*

DESIGN THAT WAS GROUNDBREAKING AND DISTINCTLY ITALIAN



THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO



THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO

ADVANCED, INNOVATIVE ENGINES



A close-up, low-key photograph of the front of a dark-colored Alfa Romeo car. The left headlight is illuminated, showing a bright blue main beam and a smaller orange auxiliary light. The car's grille, featuring a honeycomb pattern, is visible in the lower right corner, with the Alfa Romeo circular emblem prominently displayed. The background is dark, with some faint red light reflecting off the car's surface.

THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO

ADVANCED, INNOVATIVE ENGINES

PERFECT 50-50 WEIGHT DISTRIBUTION

A dark, moody close-up of an Alfa Romeo car's front end. The left headlight is illuminated, showing a bright blue main beam and a smaller orange side light. The car's grille with the Alfa Romeo logo is visible in the lower right corner. The background is black, and the text is overlaid in the center.

THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO

ADVANCED, INNOVATIVE ENGINES

PERFECT 50-50 WEIGHT DISTRIBUTION

A SET OF UNIQUE TECHNICAL SOLUTIONS

A close-up, low-key photograph of the front of a dark-colored Alfa Romeo car. The left headlight is illuminated, showing a bright blue main beam and a smaller orange auxiliary light. The car's grille, featuring the iconic honeycomb pattern and the Alfa Romeo circular emblem, is visible in the lower right corner. The background is dark, with some faint red light reflecting off the car's body panels.

THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO

ADVANCED, INNOVATIVE ENGINES

PERFECT 50-50 WEIGHT DISTRIBUTION

A SET OF UNIQUE TECHNICAL SOLUTIONS

CLASS EXCLUSIVE POWER-TO-WEIGHT RATIOS

A dark, moody close-up of an Alfa Romeo car's front end. The left headlight is illuminated, showing a bright blue main beam and a smaller orange auxiliary light. The car's grille with the Alfa Romeo badge is visible in the lower right corner. The background is black, and the text is overlaid in the center.

THE **5** KEY ATTRIBUTES THAT MATTER ABOUT ALFA ROMEO

ADVANCED, INNOVATIVE ENGINES

PERFECT 50-50 WEIGHT DISTRIBUTION

A SET OF UNIQUE TECHNICAL SOLUTIONS

CLASS EXCLUSIVE POWER-TO-WEIGHT RATIOS

GROUNDBREAKING AND DISTINCTLY ITALIAN DESIGN

WE REALIZED THAT...

- WITH THE EXCEPTION OF STYLE, DNA HAD NOT BEEN RESPECTED
- OUR GERMAN COMPETITORS HAD BUILT A PHENOMENAL LEAD OVER US OVER A NUMBER OF YEARS
- WE HAD LITTLE CREDIBILITY IN MAKING “TRADITIONAL” ASSERTIONS OR PROJECTIONS ABOUT ALFA AND ...



WE REALIZED THAT...

WE NEEDED A RADICAL SOLUTION THAT WOULD

- RESIST THE CONFORMIST PRESSURE THAT A MASS CAR PRODUCER WOULD EXERT
- NOT BE BOUND BY TRADITIONAL PROCESSES
- BENCHMARK ITSELF AGAINST THE BEST THAT THE GERMAN AUTOMOTIVE INDUSTRY HAD TO OFFER
- BE “PROTECTED” AND FUNDED BY THE SENIOR LEADERSHIP



OUR SOLUTION...

skunk•works

/ˈskʌŋk wɜːks/

noun informal

plural noun: **skunkworks**; plural noun; **skunk-works**; plural noun: **skunk works**

1. an experimental laboratory or department of a company or institution, typically smaller than and independent of its main research division.

Origin

ENGLISH

Skunk Works → skunkworks 1970s

1970s: allegedly from an association with the Skunk Works, an illegal still in the Li'l Abner comic strip.



AND SO OUR BURROW...





SOME OF OUR BUNKERS ...



OUR "SKUNKS" ...



SOME MORE "SKUNKS"



AND OUR MAKESHIFT FURNITURE...



OUR TOYS...



BIG ONES ...



AND LITTLE ONES ...



OUR EXPERIMENTS ...



AND OUR TESTS ON THE TRACK ...



AND HOW WE STAY AWAKE ...



HOW OUR SKUNK WORKS RUNS

- TWO SENIOR HEADS FROM FERRARI TO LEAD DAY TO DAY OPERATIONS
- 200+ ENGINEERS (GROWING TO 600 BY END OF 2015) HAND SELECTED ACROSS THE FIAT CHRYSLER WORLD AND FROM THE OUTSIDE
- NO INTERFERENCE FROM THE FCA "MACHINE" EXCEPT WHERE TALENT IS REQUIRED
- INTENSE COHABITATION
- CLEAR OBJECTIVES AND SINGLE PURPOSE
- TIGHT DEADLINES



SKUNK WORKS OBJECTIVES ...

1. BEST-IN-CLASS REAR-WHEEL- AND ALL-WHEEL-DRIVE ARCHITECTURE FOR GLOBAL PRODUCTS
2. CAPABLE OF COVERING FROM C TO E SEGMENTS, INCLUDING UVs
3. UNIQUE POWERTRAIN SOLUTIONS FOR BOTH GAS AND DIESEL ENGINES
4. FIRST START-OF-PRODUCTION 2ND HALF 2015
5. 8 PRODUCTS TO BE LAUNCHED BY THE END OF 2018
6. CARS AND ENGINES TO BE INDUSTRIALIZED IN ITALY



THE ALFA ROMEO PARADIGM

Competition

ENGINEERED
TO
PERFORM

MACHINE
AT THE
CENTER

EXCLUSIVE
OWNERSHIP

AUTOMOTIVE
GLOBAL
BRAND



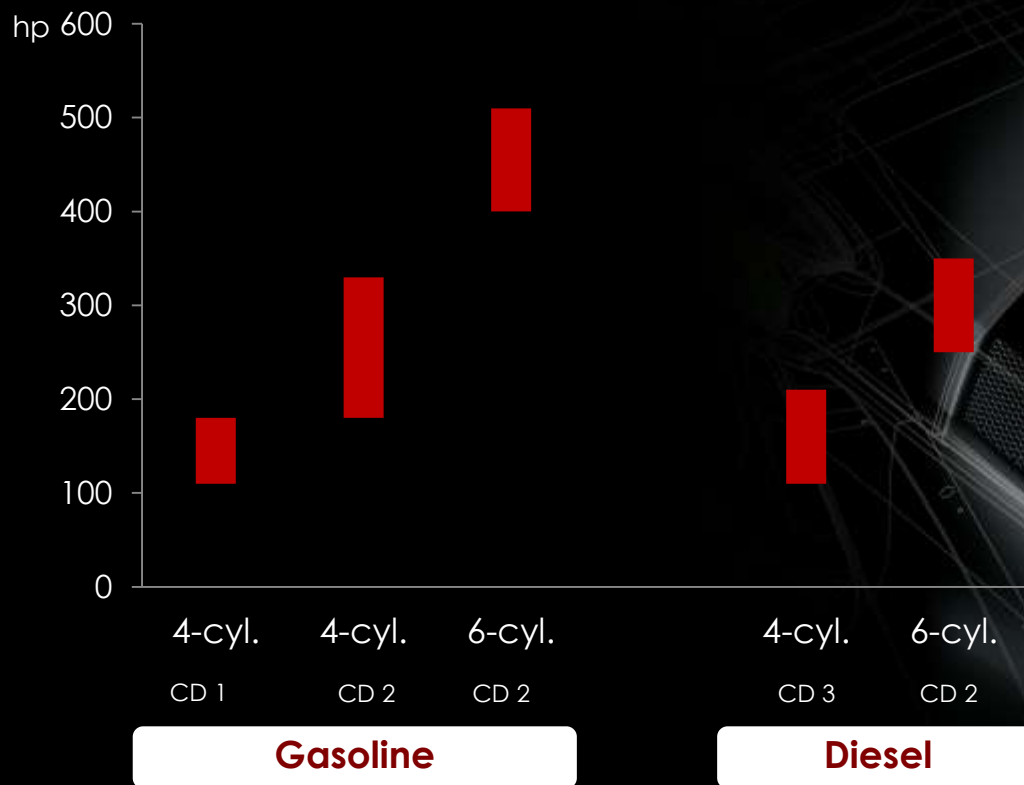
EXCEPTIONAL
DRIVING
EXPERIENCE

DRIVER
AT THE
CENTER

INCLUSIVE
AND
EGALITARIAN

AUTHENTIC
HERITAGE

A WIDE RANGE OF INNOVATIVE DESIGN-SPECIFIC ENGINES FOR AN UNPARALLELED DRIVING EXPERIENCE



CD = CYLINDER DISPLACEMENT

FUTURE PRODUCT PLAN

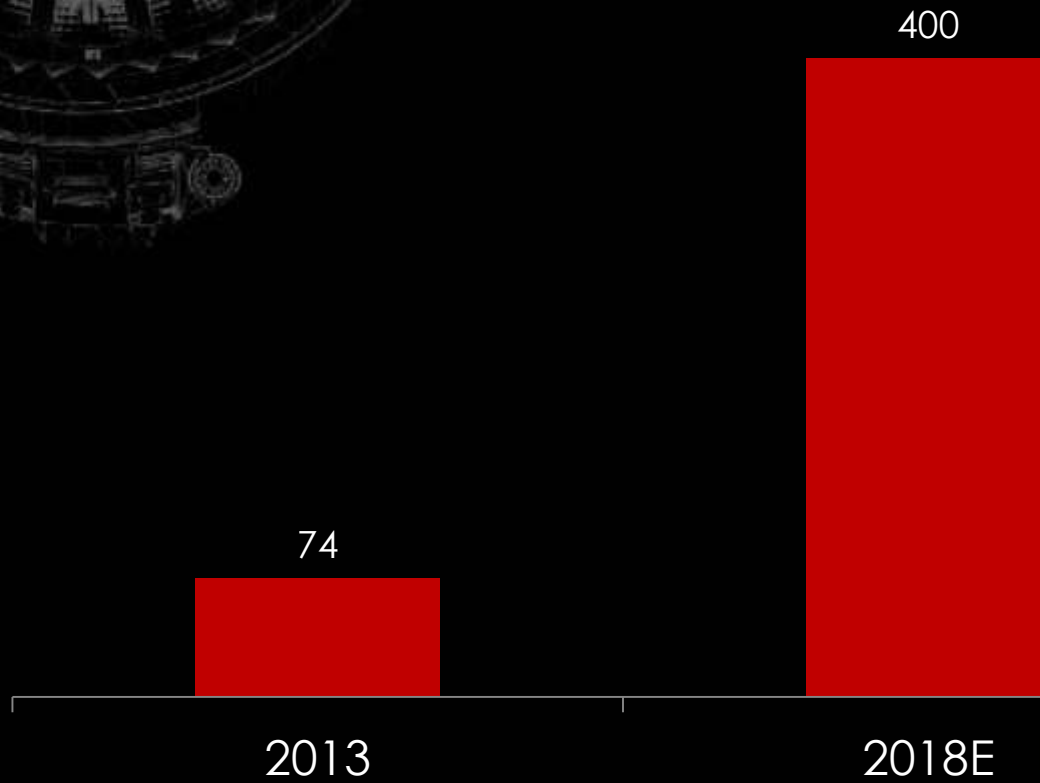
INCLUDING HIGH-PERFORMANCE VERSIONS 

R&D PLUS MFG &
PRODUCT
INVESTMENTS
~€5BN

SUB-COMPACT	CURRENT  MITO	Q4 2015	2016-18
COMPACT	 GIULIETTA		 
MID-SIZE			
FULL-SIZE			
UVs			 
SPECIALTY	 4C		
	 4C SPIDER		
			



VOLUME OBJECTIVES (UNIT K)





WE UNDERSTOOD WHAT WE NEED

- RESET ALL
- SHIFT THE PARADIGM
- GO BACK TO OUR ROOTS, TO OUR DNA

...GO BACK TO ALFA ROMEO!

AND SO WE STARTED...
4C THE PERFECT EMBODIMENT OF THE BRAND'S DNA



4C EUPHORIC REACTIONS



"The Best"
TopGear Magazine (Netherlands)



"Miglior Auto Sportiva 2013"
El Economista (Spain)



"Best Coupé 2013"
Gentlemen Drivers Magazine (Morocco)



"Car of the Year 2013"
FHM Magazine (UK)



"Best Fun to drive car"
Car & Driver (Greece)



"Most Beautiful Car of the Year 2014"
EuroSport & Festival Automobile International (France)



"Trophée du Coup de Cœur 2013"
L'Automobile Magazine (France)



"Design Award 2013"
Auto Bild (Austria)



"Best Car 2014"
Auto, Motor und Sport (Germany)



"Auto Trophy 2013"
in Best Sportscar / Imported car
Auto Zeitung (Germany)
"Best Lightweight Car"
Auto Zeitung (Germany)



"Auto Lider 2013"
Motor & Auto Moto (Poland)



A FRESH START,
THE RIGHT APPROACH,
BUT JUST A START
AND BY FAR NOT ENOUGH...



THE BEST IS YET TO COME...
A CLOVERLEAF ARRIVING
TO SHOWROOMS IN LATE 2015



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