

Alfa Romeo vs. the Myth of the Italian Car.

What you are about to read is a dramatic testimonial to truth in advertising.

We will not waste your time or our money presenting a myriad of inflated images.

But rather, we simply intend to submit a few revealing facts that we believe will, once and for all, accurately define the true quality of one of the world's finest automobiles — Alfa Romeo.

Myth #1. Most Italian auto makers are small and only produce exotic sports cars.

Reality #1. Alfa Romeo has been designing and manufacturing automobiles, from big sedans to high-performance sports cars, for over 75 years. Presently, Alfa Romeo makes a wide range of models including sedans, sports sedans, and sports cars. And sells hundreds of thousands of cars in 23 countries worldwide. In the U.S., Alfa Romeo offers the four-passenger GTV-6 2+2 Coupé and the classic two-seater Spider Veloce Convertible. Alfa Romeo will introduce a new high-performance sports sedan here in the near future.

Myth #2. Italian cars are very expensive — over \$30,000.

Reality #2. The Alfa Romeo GTV-6 and Spider Veloce may be two of today's best values in their class. The luxurious GTV-6 2+2 Coupé sells for \$17,750. And it includes a long list of standard equipment you'll find optional on most other cars in its price range. Like a hand-crafted Italian leather interior with orthopedically designed racing seats. Bosch fuel injection and Bosch L-Jetronic ignition. Alloy racing wheels with Pirelli P6 tires. Sun roof, air-conditioning and more.

The Spider Veloce convertible sells for \$16,500 and also includes a wide range of exclusive standard equipment. So as you can see, the Alfa Romeos are not exorbitantly priced sports cars at all. In fact, they may be the most intelligently priced sports cars available today.

Myth #3. Ferrari is the only successful Italian race car.

Reality #3. In the 75 years Alfa Romeo has been in the auto business, they have won more races than any other automobile manufacturer in the world. Once again the facts speak for themselves. Alfa Romeo was named the best European racing car of 1983. Winning three European championships, four National championships and 600 firsts by independent drivers racing Alfa Romeo cars all over the world. It is this winning technology and engineering design that characterize all its production cars.

Myth #4. Italian cars don't offer the best warranties.

Reality #4. On the contrary, because Alfa Romeo builds such a high-quality automobile, they can back their cars with one of the best imported sports car warranties available today. The exclusive Alfa Romeo Pledge of Protection Limited Warranty* of 3 years/36,000 miles. What's more, your Alfa Romeo dealer offers an additional warranty package that can increase your coverage to 6 years/60,000 miles.

Myth #5. Italian sports cars are uncomfortable.

Reality #5. Alfa Romeo sports cars may very well be the most comfortable, most luxurious cars in their class. The form-fitting lumbar-supporting leather racing seats reduce fatigue and increase driving enjoyment. The cockpits on all Alfa Romeos are ergonomically designed for safer, more responsive driving.

Myth #6. Italian sports cars are only designed to be fast and beautiful.

Reality #6. Alfa Romeo does make some of the fastest and most classically beautiful cars in the world. But Alfa Romeo also considers safety to be one of the most important concepts of automobile design. After 75 years of racing experience, one would realize quickly that above all, Alfa Romeo has vast experience in building extremely safe cars.

Myth #7. Italian auto manufacturers don't have much state-of-the-art high technology.

Reality #7. Nothing could be further from the truth. Alfa Romeo has always used the latest high-tech manufacturing equipment and techniques. Like Cad Cam computerized design. Lasers. Robotics. And much more. This is another example of Alfa's consistent commitment to building the most technically advanced cars possible.

Myth #8. Italian cars are hard to get serviced — there aren't that many good mechanics.

Reality #8. Every Alfa Romeo dealer has a team of skilled, factory trained technicians. They are required by Alfa Romeo to be certified on a continual basis. And when training is necessary, Alfa technicians are sent to special factory-supervised training classes.

Myth #9. Italian car parts are hard to get — you have to wait a long time.

Reality #9. There are plenty of Alfa Romeo parts close by. Alfa Romeo maintains two huge, computerized parts warehouses, one in New Jersey and one in Los Angeles. Additionally, Alfa dealers all stock a complete inventory of original Alfa parts. But if they ever run out of a part you need, Alfa Romeo can air freight it to your dealer. It's this type of excellence which ranks Alfa Romeo as among the best of the European manufacturers in service.

Myth #10. Dealers are hard to find — there aren't many.

Reality #10. There are over 120 Alfa Romeo dealers in the United States serving every major metropolitan area. And by the end of 1985, there will be over 155 Alfa Romeo dealers nationwide. That means more convenient sales, service and parts availability for every Alfa Romeo owner.

By now you have come to realize that not all Italian cars are created equal. Alfa Romeo builds a high-quality, well-engineered performance automobile at a very intelligent price.

But these are just a few of the facts that have made Alfa Romeo one of the most respected European car makers in the world. We hope you will take the time to visit your local Alfa Romeo dealer to learn more. And while you're there, why not test drive a new and very improved 1985 Alfa Romeo GTV-6 2+2 Coupé or Spider Veloce Convertible. If you do, you may very well buy one.

Alfa Romeo 

The most passionately
engineered cars in the world.

FOR THE PAST 75 YEARS, WHILE OTHERS HAVE ONLY COPIED AUTOMOTIVE TECHNOLOGY, ALFA ROMEO HAS CREATED IT.



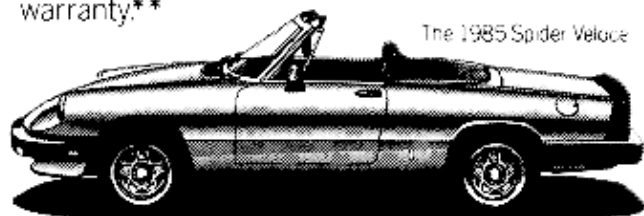
The 1985 GTV6 2.5 Coupe

For the past 75 years, Alfa Romeo has been single-mindedly pursuing only one goal: The passionate engineering of high-performance automobiles for sophisticated drivers.

It has been this philosophy of engineering excellence that has kept Alfa Romeo consistently in the forefront of automotive technology. As a result, we have pioneered some of the most outstanding technical achievements in automotive history. Like dual overhead cams as far back as 1914. 4-wheel disc brakes as standard equipment on our production cars for the past 20 years. Fuel injection as early as 1968.

The variable-valve-timing system on our classic Spider Veloce was born on a Formula 1 racer. And the DeDion suspension system on our high-performance GTV-6 can only be found on

one other automobile: a \$120,000 Aston Martin. What's more, the 1985 Alfa Romeos start at only \$13,495.* And all carry a 3 year/36,000 mile warranty.**



The 1985 Spider Veloce

However, what continues to propel Alfa Romeo into the future is not solely an uncompromising passion for engineering. It's our unwavering enthusiasm for the excitement of driving.

To locate the Alfa Romeo dealer nearest you, dial toll-free (800) 447-4700. *MSRP suggested retail price at P.O.E. Actual prices may vary. Dest'n. chrgs., taxes, dealer prep., if any, opt'l. equip. and license fees are extra. **Warranty applies only to U.S. specification automobiles purchased from authorized U.S. Alfa Romeo dealers.

The most passionately engineered cars in the world.

Alfa Romeo 

We're putting
our back-up systems
right up front.



For 75 years, Alfa Romeo has built more than just cars. We've built a reputation for quality. A dedication to excellence that pervades every aspect of our business. That's why we want you to know right up front exactly the kind of service and commitment you can expect from us for as long as you own your Alfa Romeo.

To begin with, we put our confidence in our cars in writing. We back every Alfa Romeo with one of the best imported sports car warranties available today, the exclusive Alfa Romeo Pledge of Protection Limited Warranty of 3 years/36,000 miles. What's more, your Alfa Romeo dealer can offer an additional warranty package to increase your coverage to 6 years/60,000 miles.

But that's only the beginning. Another important part of the Alfa Romeo quality story is parts. All Alfa Dealers stock a complete inventory of genuine Alfa Romeo parts. To efficiently service our dealers, Alfa Romeo maintains two huge computerized parts warehouses, one on the East Coast, the other on the

West Coast. So should your dealer ever run out of a part you need, we can ship it to them overnight. It's this type of excellence that ranks Alfa Romeo as among the best of the European manufacturers in service.

Speaking of service, we certify that too. By requiring that all Alfa Romeo skilled, factory-trained technicians are certified on a continual basis. And when additional training is necessary, these technicians are sent to special factory-supervised training classes.

And that's not all. There's another essential aspect to Alfa Romeo service: your Alfa Romeo dealer. You can count on finding one in virtually every metropolitan area in the United States. And our dealerships are continuing to grow by leaps and bounds.

What all this really means is more convenient sales, parts and service availability for every Alfa Romeo owner. And the security of knowing that whenever you need us, we'll be there.

Alfa Romeo GTV-6/2.5 Coupé Specifications

Standard Equipment

Bosch L-jetronic fuel injection, Bosch microprocessor controlled digital ignition, Tinted glass, Rear window defroster, Full instrumentation: electronic speedometer, electronic tachometer, oil pressure, water temperature, fuel level, fuel reserve.

Leather-rimmed steering wheel and matching shift knob, 3-speed windshield wipers with intermittent feature, Adjustable steering column, Courtesy lights: glove box, engine compartment, and illuminated ignition switch, Integral air dam, Hatchback with closed luggage area, Twin disc clutch, Front ventilated power disc brakes, Full size spare tire on alloy wheel, Quartz clock.

Luxury Features

Sunroof, Air conditioning, Speedline light alloy wheels, Metallic paint, Electrically controlled sideview mirrors, Power front windows, Reclining Italian leather-faced seats.

Dimensions

Wheelbase	94.5 inches
Length	171.2 inches
Width	65.5 inches
Height	52.4 inches
Track F/R	54.0/53.3 inches
Legroom	28.9" — 39.3"
Curb Weight	2823 pounds
Fuel Capacity	17 gallons

Engine

Type	V-6, Water-cooled all aluminum
Displacement	152.0 cu. in./2492 cc
Compression Ratio	9.0
Fuel System	Bosch L-jetronic Injection
Power	154 BHP (SAE net) @ 5500 RPM
Torque	151.9 ft. lb. @ 3200 RPM

Drive Train

Transmission Type	5-speed manual
Final Drive Ratio	4.1

Power Brakes

Front	10.5-in. ventilated discs
Rear	9.8-in. inboard discs

Suspension

Front	Independent upper and lower A-arms, torsion bars, tubular shocks, anti-roll bar
Rear	deDion, coil springs, coaxial tubular shocks, anti-roll bar, Watts link

Steering

Type	Rack and pinion
Turning circle	32.8 ft.

Wheels

Size/Type	150 TR 365 FH 40
Tires	Michelin TRX 200/60 x 365

Alfa Romeo Graduate Convertible Specifications

Standard Equipment

Bosch L-jetronic fuel injection, Bosch microprocessor controlled digital ignition, Michelin XVS radial tires, Functional vent windows, Full instrumentation: electronic tachometer, oil pressure, water temperature, fuel level, fuel reserve.

Hand-finished mahogany steering wheel and matching wood-grained shift knob, Courtesy lights: glove box, engine compartment, trunk and illuminated ignition switch, 3-speed windshield wipers with intermittent feature, PVC undercoating, Integral air dam and rear spoiler, Four-wheel power disc brakes, Full-size spare tire.

Spider Veloce has these features in addition to or in place of The Graduate: Campagnolo "Daytona" alloy wheels, Power windows, Quartz digital clock, electrically controlled side mirrors, Full-size spare tire on alloy wheel, Italian leather-faced seats.

Dimensions

Wheelbase	88.6 inches
Length	167.3 inches
Width	64.2 inches
Height	55.9 inches
Track F/R	52.1/50.2 inches
Curb Weight	2548 pounds
Fuel Capacity	12.2 gallons

Engine

Type	All-aluminum inline DOHC 4 cyl.
Displacement	119.6 cu. in./1962 cc
Compression Ratio	9.0
Fuel System	Bosch L-jetronic Injection
Power	115 BHP (SAE net) @ 5500 RPM
Torque	119.4 ft. lb. @ 2750 RPM

Drive Train

Transmission Type	5-speed manual
Final Drive Ratio	4.1

Brakes

Front/Rear	Power assisted 4-wheel discs
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Suspension

Front	Independent with included transverse A-arms, coil springs, anti-roll bar
Rear	Live axle with torque reaction tee, coil springs, coaxially mounted shocks and anti-roll bar

Steering

Type	Recirculating ball or worm & roller
Turning circle	34.5 ft.

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The most passionately engineered cars in the world.

