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## ***Playboy* Magazine Names The All-New 2015 Alfa Romeo 4C As One of its '2015 Cars of the Year'**

January 23, 2015, Auburn Hills, Mich. - With its race-inspired performance and advanced technologies wrapped by seductive curves that can only be handcrafted in Italy, *Playboy* magazine named the all-new Alfa Romeo 4C "2015 Car of the Year – Sports Cars and Convertibles." The annual award from *Playboy* represents a hand-picked list of their favorite vehicles in 2015.

"The gorgeous Italian exchange student you loved in high school isn't coming back, but the stunning Alfa Romeo 4C is now here after years of being away," said William K. Gock – Automotive Writer, *Playboy*. "This lightweight carbon-fiber-framed pistol uses flowing body curves, highly stylized alloy wheels and a monstrous engine roar to announce Alfa's grand return. Behind the wheel it's obvious the 4C is a machine built for high-speed cornering, not casual trips to the corner store, which is more than enough to earn our esteem."

As part of the "2015 Car of the Year" selection process, William K. Gock spent time test-driving countless cars for *Playboy* and worked with the publication's editors on the final list of winners.

"*Playboy's* best sports car award speaks to the all-new Alfa Romeo 4C's seductive styling, race-inspired performance and how hot it is in the marketplace," said Reid Bigland, Head of Alfa Romeo North America. "With its sexy, head-turning mid-engine Italian design, each 4C represents more than 100-years of Alfa Romeo racing knowhow and Formula 1 inspired technologies – a combination we're excited to offer North American enthusiasts and at a fraction of the price of other carbon fiber chassis supercars."

The Alfa Romeo 4C Coupe and *Playboy's* "2015 Car of the Year" story can be found in the magazine's special January/February 2015 double issue on newsstands now, or online: <http://www.playboy.com/articles/playboy-2015-cars-of-the-year>

### **About Alfa Romeo**

With motorsport heritage and technical excellence dating back to 1910, plus century-old values that include race-inspired performance, advanced technologies and groundbreaking Italian design – Alfa Romeo vehicles are designed for the driving enthusiast and focus on making the driver the most integral part of the machine. Representing a "return to the great Alfa Romeos" and marking the premium sports car brand's return to North America is the highly anticipated 4C Coupe – and in time for summer, the all-new 4C Spider joins the lineup, delivering an even more exhilarating driving experience with open-air freedom.

The all-new 2015 Alfa Romeo 4C Coupe and 4C Spider offer driving enthusiasts a technical, mid-engine design inspired by the brand's legendary racing history and represents the essential sportiness embedded in the brand's DNA: handcrafted in Modena, Italy; seductive Italian style; state-of-the-art Formula 1 inspired carbon fiber monocoque chassis that enables an incredible power-to-weight ratio; advanced technologies, including the all-aluminum 1750 cc turbocharged engine with direct-injection, dual intercoolers, and variable-valve timing that enable supercar-level performance.

Spearheading the Alfa Romeo brand's return to North America is the well-equipped 4C Launch Edition with unique design appointments, Track Package and serialized "1 of 500" plaque. This limited-edition model is available now with a starting MSRP of \$68,400 (excluding \$1,295 destination). An initial group of 88 Alfa Romeo dealers are the first to sell the limited-edition 4C Launch Edition coupe.

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