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## **FCA Canada: All-new 2017 Alfa Romeo Giulia Quadrifoglio Makes Canadian Debut at 2016 CIAS**

Created with the 'Mechanics of Emotion,' the All-new 2017 Alfa Romeo Giulia Quadrifoglio Delivers Italian Style with Benchmark-level Performance and Precision to the Premium Mid-size Sedan Segment

- Built in Italy, the Giulia Quadrifoglio delivers a class-leading 505 horsepower, 0-100 km/h in 3.9-seconds (0-60 mph in 3.8 seconds) and a record-setting 7:39 Nürburgring lap time – the fastest ever by a four-door production sedan
- Alfa Romeo – the heart and soul of the automotive industry – is returning to North America with an all-new lineup of vehicles, starting with the award-winning 4C Coupe and 4C Spider, inspired by the timeless 33 Stradale, and now the all-new Giulia premium mid-size sedan
- All-new Giulia Quadrifoglio is the first of a new lineup of vehicles built off an all-new world-class rear-wheel-drive platform that embodies *La meccanica delle emozioni* (the mechanics of emotion)
- Built in Italy, the all-new Giulia grouped together the best resources and talent within a highly focused team to deliver the highest levels of innovation and precision craftsmanship
- With muscular proportions, simplistic elegance and high-quality surface finishes across its generous wheelbase, the 2017 Giulia Quadrifoglio exudes stunning Italian style with a finesse of Alfa Romeo heritage, athletically taut lines, sculptural details and best-in-class aerodynamics
- Ferrari-derived 505-horsepower bi-turbo V-6 makes the Giulia Quadrifoglio the most powerful Alfa Romeo production car ever, delivering *0-100 km/h in 3.9 seconds* (0-60 mph in 3.8 sec.) and a top speed of 307 km/h, while cylinder deactivation reduces real-world fuel consumption by up to 15 per cent
- Best-in-class power-to-weight ratio of around 3 kg per horsepower, near-perfect 50/50 weight distribution, segment-leading torsional rigidity and the most direct steering available, thanks to an all-new rear-wheel-drive architecture with extensive use of lightweight materials
- Next-level, state-of-the-art technologies, including Alfa DNA Pro selector, torque vectoring, active aero front splitter and Chassis Domain Control (CDC), maximize the all-new Alfa Romeo Giulia Quadrifoglio's driving exhilaration
- Crafted by Alfa Romeo artisans at the Cassino plant in Frosinone, Italy
- Giulia nameplate reflects a 55-year heritage of Alfa Romeo's lightweight, performance sedan tradition and 105 years of the brand, carving its legend on road courses around the globe
- All-new 2017 Alfa Romeo Giulia Quadrifoglio begins production for North America late in the second quarter of 2016

February 11, 2016, Toronto - Today, the storied Italian automaker, Alfa Romeo, unveiled its all-new 2017 Giulia Quadrifoglio for the first time in Canada.

Revealed at the 2016 Canadian International AutoShow, the 2017 Giulia Quadrifoglio is the first of a new-generation of vehicles built on an all-new platform and embodies Alfa Romeo's mantra of *La meccanica delle emozioni* (the mechanics of emotion), delivering race-inspired performance, advanced technologies, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment.

"It's incredibly exciting to bring Canadians their first look at the 2017 Alfa Romeo Giulia Quadrifoglio here in Toronto," said Reid Bigland, Head of Alfa Romeo Brand, FCA - North America. "The all-new Giulia is not just a new car, but

an entirely new benchmark that represents the next chapter in Alfa Romeo's rich 105-year history. With a Ferrari-derived 505-horsepower engine, the all-new Giulia is the fastest four-door production sedan in the world."

Crafted by Alfa Romeo artisans at the Cassino plant in Italy, the all-new 2017 Giulia Quadrifoglio is the ultra-high-performance model in the lineup and a testament to Alfa Romeo's perfect balance of engineering and emotion, creating a premium sport sedan for driving enthusiasts that stands out in the segment.

Incorporating next-level technologies, the Giulia Quadrifoglio features a Ferrari-derived 505-horsepower bi-turbo V-6 engine - Alfa Romeo's most powerful production car engine ever - plus cylinder deactivation and a carbon fibre active aero front splitter for improved handling at high speeds. Race-inspired performance is achieved courtesy of the Giulia's extensive use of ultralight, high-strength materials, which include a carbon fibre driveshaft, hood, roof and more – all for a best-in-class power-to-weight ratio and near perfectly balanced 50/50 weight distribution, resulting in a class-leading 0-100 kilometre an hour (km/h) time of 3.9-seconds (0-60 miles per hour (mph) in 3.8 seconds) and a record-setting Nürburgring time. And similar to all great Alfa Romeo's, the Giulia features stunning Italian design with impeccable proportions and attention to detail that enables a timeless Alfa Romeo style with world-class craftsmanship.

Following the launch of the all-new 2017 Giulia Quadrifoglio, Alfa Romeo will introduce the full-line of Giulia models that further take on the heart of the premium mid-size sedan segment. These Giulia models will include an all-new Alfa Romeo-designed all-aluminum four-cylinder turbo engine with direct injection, fuel-saving and emission-reducing MultiAir2 technology, and twin-scroll turbo technology for maximum responsiveness. The result of this impressive technology is a class-leading 276 horsepower on the entry-level Giulia. In addition to rear-wheel drive, Giulia will also offer an advanced all-wheel-drive system with torque vectoring for customers who require maximum traction and handling on all road surface conditions.

#### **Styled with passion: High-performance, functional and seductive Italian design**

With its muscular proportions and a "pure" design ethos of passion, lightness and simplistic elegance "clothing" its class-leading technical layout with near perfect 50/50 weight balance, the all-new 2017 Giulia Quadrifoglio exudes stunning and functional Italian style with a finesse of Alfa Romeo heritage, athletically taut lines and sculptural details.

Alfa Romeo designers styled the proportions of the all-new Giulia to have commanding presence and a menacing face determined to take on the world's best roadways and road courses. A large signature "shield" grille is elegantly sculpted within the front fascia to form the signature "Trilobo," a signature of Alfa Romeo design. Flanking the signature grille with the all-new Alfa Romeo logo are bi-xenon projector headlamps, which include an adaptive front-lighting system (AFS) to better adjust to the curvature of the road, while LED daytime running lights (DRL) provide a signature appearance. Below, a segment-exclusive active aero front splitter helps the Alfa Romeo Giulia Quadrifoglio achieve best-in-class aerodynamics (0.32 Cd) and actively manages downforce via a front carbon fibre splitter for optimal stability at any speed.

Alfa Romeo Giulia's side profile proportion highlights the near perfect 50/50 weight balance and seductive Italian design. To "skin" the class-leading technical layout required for an all-new benchmark-level performance sedan, Alfa Romeo designers provided Giulia with extremely short overhangs, long hood and front fender proportions, plus a passenger compartment straddled between muscular rear fender forms to deliver a "settled" look over the drive wheels – stylistically marking the point where power is unleashed onto the road. Taut lines, including the elegantly sculpted character line along the bodysides, mark the doors and envelope the handles while naturally leading back to the legendary V-shaped nose. Rounded angles and enveloping pillars draw from Alfa Romeo's rich design heritage and recall the "drop-shaped" profile reminiscent of the Giulietta Sprint, one of the most beautiful cars ever made. Finishing off the Giulia's athletic appearance are massive Brembo® brake calipers with available staggered-fitting 19-inch Dark Grey five-hole design wheels that hark back to the brand's stylistic heritage.

Short overhangs and deck lid further emphasize the all-new Alfa Romeo Giulia Quadrifoglio's muscular rear fender forms and road-holding stance. Elegantly shaped taillamp features are drawn horizontally to highlight the performance sedan's width, while LED rear light clusters further highlight Giulia's use of advanced technologies. Like the front, the rear of the Giulia Quadrifoglio also manages airflow with its integrated diffuser, which helps channel air and provides additional stability at high speeds and downforce in corners. Finishing off the rear is a sport, dual-mode exhaust system with quad tips that delivers a signature Alfa Romeo exhaust note.

### **Crafted around the driver**

Built around the driver, Alfa Romeo Giulia Quadrifoglio designers focused on simplistic elegance, with a focus on incorporating the essential elements for performance. Inside, Giulia's high-level of craftsmanship starts with an asymmetric-styled instrument panel, featuring a driver-focused cockpit. Wrapped in ultra-premium leather and Alcantara, and highlighted by authentic carbon fibre, aluminum and accent stitching, the Alfa Romeo Giulia features a bespoke look that could only be crafted in Italy. A Formula-1 inspired steering wheel features a thick-rim profile that transmits the chassis' direct-steering feel and neatly groups the vehicle controls and the red engine start button. Behind the steering wheel, the Giulia features a full-colour 7-inch driver information display (DID) cluster straddled by two large white-on-black face analog gauges.

At the centre of the interior, Alfa Romeo Giulia's all-new 3-D Navigation offers an intuitive, yet sophisticated series of features, including a high-resolution 8.8-inch widescreen display with real-time vehicle performance pages and telemetry, plus 3-D graphic navigation. A short-shift six-speed manual shifter elevates proudly in the centre console, while the all-new and ergonomically located Alfa Rotary Pad offers a gesture recognition system, allowing the driver to interact with the 3-D Navigation system simply by moving fingers on the pad.

Highlighting Alfa Romeo Giulia Quadrifoglio's best-in-class power-to-weight ratio, ultra-lightweight carbon fibre shell, Sparco racing seats are available and provide maximum lateral support during extreme cornering on the track. With even more aggressive bolstering than Giulia Quadrifoglio's standard leather and Alcantara high-performance sport seats, these race-inspired performance seats are the lightest in the segment, yet provide comfort for long road trips.

### **State-of-the-art engines are the heart and soul of Alfa Romeo technology and performance**

A Ferrari-derived bi-turbo engine delivers best-in-class 505 horsepower, making it the most powerful Alfa Romeo production car engine ever and the quickest with 0-100 km/h acceleration in 3.9 seconds (0-60 mph in 3.8 sec.).

With Enzo Ferrari's racing history that dates back with Alfa Romeo to the 1920s, it's no surprise that the all-new Giulia Quadrifoglio harks back to its pedigree of Ferrari engineering excellence, with a Ferrari-derived bi-turbo V-6 as the "beating heart" bringing this artisan designed vehicle to life and further represents a return to the "Great Alfa Romeos."

The Alfa Romeo Giulia Quadrifoglio utilizes an all-aluminum 2.9-litre six-cylinder engine with 90-degree layout that is lightweight and compact, all for a lower position in the chassis and low centre of gravity.

To deliver a best-in-class 505 horsepower and a flat torque curve with 443 lb.-ft. of peak torque between 2,500 – 5,000 rpm, the state-of-the-art engine features a bi-turbo design with 35 psi peak boost. In addition, the engine's turbochargers are integrated into the exhaust manifold and feature a low-inertia, single-scroll turbo design with variable-boost management for ultra-responsive throttle reaction. A direct injection system maximizes fuel combustion for improved engine output and efficiency. Combined, these technologies – along with an enthusiast-desired short-shifting six-speed manual transmission – enable real-world performance numbers that include: 0-100 km/h in 3.9 seconds (0-60 mph in 3.8 sec.), 307 km/h (191 mph) top speed and a 7:39 Nürburgring lap time.

Ensuring that this high-performance engine delivers world-class levels of efficiency, a cylinder deactivation system enables the Alfa Romeo Giulia Quadrifoglio to run on three of its six cylinders. Furthermore, an innovative engine start/stop (ESS) system stops fuel flow and shuts the powertrain down when the Alfa Romeo Giulia Quadrifoglio is at a full stop – reducing fuel consumption and emissions. When the brake pedal is released, the high-performance bi-turbo engine automatically restarts thanks to the ESS system's high-speed, high-durability starter, which reduces crank time, culminating in quick restarts. Last, the engine features a variable-pressure oil pump to reduce operational energy draw.

### **All-new Alfa Romeo-specific turbocharged four-cylinder engine and available all-wheel drive**

Also arriving next summer, an all-new 2.0-litre direct-injection all-aluminum turbo engine, designed specifically for Alfa Romeo, will deliver a class-leading 276 horsepower and world-class levels of performance, efficiency and refinement on other Giulia models. This innovative engine will also feature a MultiAir2 system that simultaneously controls both intake valve opening and closing events to more effectively manage combustion quality. This electro-hydraulic fully variable-valve lift technology ensures the appropriate and effective compression ratio, plus efficient internal exhaust-gas recirculation (EGR) for improved fuel economy.

All-wheel drive will also join the four-cylinder turbocharged Alfa Romeo Giulia lineup in 2016, providing maximum traction on any road surface.

### **Best-in-class power-to-weight ratio thanks to an all-new architecture with extensive use of lightweight materials**

Lead by two senior engineers from Ferrari, Alfa Romeo Giulia Quadrifoglio's all-new rear-wheel-drive architecture extensively integrates lightweight, state-of-the-art materials to achieve a best-in-class power-to-weight ratio of nearly 3 kg / hp , and delivers near perfect 50/50 weight distribution, segment-leading torsional rigidity and the most direct steering available.

As the first of the Alfa Romeo product renaissance to feature the all-new "Giorgio" architecture, Alfa Romeo engineers designed a lightweight rear-wheel-drive platform with a low centre of gravity – all to deliver the high-performance and precision expected from an Alfa Romeo.

Helping to deliver Alfa Romeo Giulia Quadrifoglio's class-leading power-to-weight ratio, the sedan features a carbon fibre hood, roof, drive shaft, active aero front splitter and rear spoiler. Aluminum front and rear vehicle frames, front shock towers, brakes, suspension components, doors and fenders also help shed weight compared to conventional steel. In addition, a composite rear-cross member is made from aluminum and composite, while available carbon-ceramic brake rotors reduce weight by 50 per cent compared to traditional cast iron rotors.

An Alfa Romeo exclusive double wishbone front suspension with semi-virtual steering axis guarantees rapid and accurate steering feel. With the most direct steering in the segment, Alfa Romeo Giulia Quadrifoglio can tackle high lateral accelerations as a result of the always perfect footprint. At the rear, an Alfa-link rear axle design with vertical rod ensures top performance, driving pleasure and passenger ride comfort. An innovative active damping suspension adapts to driving conditions and can be adjusted by the driver via the Alfa DNA Pro selector with four drive modes.

Staggered fitting 245/35ZR19 (front) and 285/30ZR19 (rear) Pirelli P Zero Corsa three-season high-performance tires wrap lightweight 19 x 8.5-inch and 19 x 10-inch forged alloy wheels respectively.

Thanks to the available ultra-high-performance carbon-ceramic material (CCM) brake system from Italian braking leader Brembo®, the all-new Alfa Romeo Giulia Quadrifoglio delivers 100-0 km/h stopping performance in 31 metres (102 feet). At the front, this track-proven Brembo brake system features six-piston aluminum monoblock brake calipers with 390 mm (15.4-inch) CCM brake rotors. Similarly, the rear axle features four-piston calipers with 360 mm (14.2-inch) CCM rotors and calipers for the electric park brake. Both front and rear rotors feature a two-piece design and deliver a 50-per cent weight reduction compared to cast iron discs, helping to reduce unsprung mass to further improve handling.

A Brembo high-performance brake system with large vented iron discs, plus four-piston front and rear aluminum monoblock calipers are standard.

### **Next-level, state-of-the-art technologies add to the driving experience to make the all-new Alfa Romeo Giulia Quadrifoglio even more exhilarating**

A primary objective of the Alfa Romeo engineering team was to integrate world-first and next-level vehicle technological solutions that would only amplify the all-new Giulia Quadrifoglio's exhilarating driving experience.

#### Chassis Domain Control

The "brain" of Alfa Romeo Giulia Quadrifoglio's benchmark level dynamics can be attributed to its innovative Chassis Domain Control (CDC) system. The CDC system coordinates all of the vehicle's active systems (stability control, torque vectoring, adaptive damping suspension and active aero front splitter), using predictive type dynamic models to deliver balanced, safe and natural driving, thus optimizing performance and drivability.

#### Integrated Braking System

The world's first integrated braking system debuts on the Alfa Romeo Giulia Quadrifoglio, replacing a traditional system of electronic stability control (ESC) unit and brake booster for even more instantaneous braking responsiveness. The innovative electromechanical system improves braking performance through a faster increase in pressure and makes it possible to vary brake feel jointly with the Alfa DNA Pro system. As a result, this lightweight technological solution delivers new levels of brake response and stopping distance.

### Torque Vectoring

Torque Vectoring makes it possible for the Alfa Romeo Giulia Quadrifoglio to increase the limits imposed by the tires during lateral acceleration. By using a twin-clutch rear differential, the Giulia Quadrifoglio optimizes torque delivery to each wheel separately for improved power delivery, traction and control on all types of road surfaces, without cutting power like traditional systems.

### Active Aero Front Splitter

A segment-exclusive active aero front splitter instantaneously adjusts the carbon fibre front lip spoiler for optimal aerodynamics, downforce and stability at any speed. In addition to helping the Alfa Romeo Giulia Quadrifoglio achieve a best-in-class 0.32 Cd, the dynamic front splitter with its two electric actuators can generate up to 220 pounds of downforce.

### Alfa DNA Pro drive mode selector

Innovative Alfa DNA Pro drive mode selector modifies the dynamic behavior of the Giulia Quadrifoglio, according to the driver's selection:

- **Dynamic:** delivers sharper brake and steering feel with more aggressive engine, transmission and throttle tip-in calibrations
- **Natural:** comfort setting for balanced daily driving
- **Advanced Efficiency:** enables cylinder deactivation to reduce fuel consumption
- **Race:** this mode activates the over-boost function, opens up the two-mode exhaust, turns ESC off and delivers sharper brake and steering feel with more aggressive engine, transmission and throttle tip-in calibrations

### **Safety and security**

The all-new Alfa Romeo Giulia Quadrifoglio offers innovative safety and security features and leverages state-of-the-art driver-assist features.

The latest Alfa Romeo sedan offers safety and security features that include:

- **Full-speed Forward Collision Warning – Plus:** provides autonomous braking and, under certain circumstances, slows or brings the vehicle to a full stop when frontal collision appears imminent
- **Adaptive Cruise Control – Plus with Full Stop:** helps maintain distance from the vehicle ahead and, under certain traffic conditions, the system can bring the Giulia to a full stop without driver intervention
- **Lane Departure Warning:** alerts the driver of inadvertent lane departure and assists with corrective action

For a 360-degree perspective, Blind-spot Monitoring, Rear Cross Path Detection and front- and rear-park assist sensors are standard on Alfa Romeo Giulia Quadrifoglio.

In addition, the Alfa Romeo Giulia features advanced multistage driver and front-passenger air bags; driver and front-passenger seat-mounted side air bags (pelvic-thorax); front and rear side curtain air bags; and driver and front-passenger inflatable knee air bags.

### **A vivid array of colours, materials and design details**

Adding to the excitement of owning an Alfa Romeo Giulia Quadrifoglio are the personalization options that each enthusiast can select.

Up to seven exterior colours are available and include: Rosso Alfa (Red), Vulcano Black Metallic, Silverstone Grey Metallic, Montecarlo Blue Metallic, Vesuvio Grey Metallic, Trofeo White Tri-Coat, and Rosso Competizione Tri-Coat (Red).

An array of five premium leather and Alcantara interior combinations are available on Alfa Romeo Giulia Quadrifoglio. First, an all-Black interior with a choice of Black, White and Green or Red accent stitching. A two-tone Black with Red interior with Red accent stitching further highlights the brand's Italian design. For a bespoke look, Alfa Romeo Giulia Quadrifoglio also offers a two-tone Black with Ice interior combination with signature Green and White Quadrifoglio accent stitching that pulls from Alfa Romeo's historic and high-performance logo.

Four wheel designs are available for the Alfa Romeo Giulia Quadrifoglio, including staggered fitting 19 x 8.5-inch

(front) and 19 x 10-inch (rear) lightweight forged aluminum "Technico" wheels in Bright Silver, or optional Dark Grey. In addition, Alfa Romeo's signature five-hole design alloy wheels in Bright Silver or Dark Grey are also available.

#### **Quadrifoglio: Superstition becomes super performance**

The history of the Quadrifoglio dates back to the 1923 Targa Florio, one of the oldest and most famous racing events of all time – a dangerous and thrilling open road endurance race held in the Mountains of Sicily.

Leading up to the 1923 racing season, Ugo Sivocci – an incredibly superstitious driver – was a perennial second-place finisher, more often than not behind one of his Alfa teammates. So going into the Targa Florio race, and in an effort to banish his bad luck, the superstitious Sivocci decided to paint a four-leaf clover on the side of his 1923 Targa Florio RL. Sure enough, in his first race with the green four-leaf clover, or Quadrifoglio, on his car Sivocci won.

However, a few weeks after the Targa Florio victory, Sivocci was testing a new Alfa car at the legendary Monza race track. There had been no time to paint Ugo's good luck symbol on the car and tragically he crashed and lost his life – and a legend was born.

The four leaf clover on Sivocci's car was encased in a square box, while all future clovers were encased in a triangle, with the missing point symbolizing the loss of Ugo Sivocci.

From that day forward, the four-leaf clover became the symbol of all Alfa Romeo race cars and later the mark of Alfa's high performance street vehicles.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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