

Upcoming models



Alfa Romeo 4C: excellence *made in Italy*

The Alfa Romeo 4C embodies the sportiness intrinsic to the 'Alfa Romeo DNA': performance and engineering excellence offering maximum driving satisfaction in total safety in addition to breathtaking style.

The Alfa Romeo 4C developers have combined the best technical and manufacturing competencies of two brands: Alfa Romeo and Maserati. Thanks to the internal synergies of the Fiat – Chrysler Group, the two carmakers were able to collaborate from the perspective of integrating Alfa Romeo's design roles and Maserati's manufacturing functions. The engineering and technological contribution of other Italian world-wide leaders in the component industry for high-performance sportscars has also been instrumental in achieving the result.

In particular, the Maserati plant brings in topmost quality and meticulously studied details reminiscent of hand-crafted work. As the birthplace of the world's most famous 'sportscars,' Modena and its surroundings are definitely the place that offers everything one may need to manufacture them: tradition, technology and know-how, but most of all, the same passion driving the team who conceived, designed and built the Alfa Romeo 4C.

Hi-tech materials for weight/power ratio for the supercar

- **Contents and performance become an achievable dream.**
- **The most advanced mix of hi-tech materials combines exceptional stiffness and strength with a reduced specific weight – Carbon Fibre , Aluminium , SMC compounds, etc.**
- **Weight/power ratio lower than 4 kg/HP and total dry weight of just 895 kg. (in factory base specification)**
- **The carbon fibre monocoque weighs just 65 kg.**

The Alfa Romeo 4C was born from a clean slate and an idea or, rather, the clean state was the prerequisite for conceiving, developing and producing a new concept in the domain of sportscars, the "affordable supercar." The 4C was designed not only to be an exclusive car both for contents and performance, but also to become an achievable dream for Alfa Romeo fans all over the world. As a consequence, it was necessary to think in terms of limited production volumes, but still in the order of some thousands vehicles per year and, therefore, decidedly higher than those of the practically handcrafted production characterising this class.

The clean slate, was soon assigned new parameters and presented with new challenges the first of which was a fundamental reference data point: a supercar weight/power ratio must be less than 4 kg/HP.

To achieve the right ratio, Alfa Romeo designers could have focused on power (i.e.: increasing power and performance), but this would have impacted the purchase and maintenance costs, thus making the car significantly less affordable. They decided to go a different way; they reduced the car weight by using materials where lightness is combined with efficiency and by perfecting, sometimes even creating, manufacturing processes where high technology is joined to craftsmanship. In this way they were able to obtain a total dry weight of just 895 kg, a true record that makes the 4C one of the lightest cars in the world.

4C: bridging Alfa Romeo brand's past and future

- **Designed by Alfa Romeo's Centro Stile, the 4C model immediately brings to mind some iconic classic models that have left an important mark in the brand's history. Today they all relive in the new compact supercar: "The Alfa of Alfas."**
- **The new Alfa Romeo 4C will be available for purchase in 2013, marking the return of the Italian brand to the United States and inaugurating Alfa Romeo's global growth plan.**

The Alfa Romeo 4C is inspired by the century-old tradition of Alfa Romeo and projects the brand's authentic values into the future: Italian style, performance and engineering excellence offering maximum driving satisfaction in total safety. Indeed, the designation '4C' refers to Alfa Romeo's great sporting tradition: in the 1930s and 1940s the names 8C and 6C were used for cars – both racing and non – fitted with the powerful 'eight cylinders' and the innovative 'six cylinders'. The 4C design layout and construction confirms the goal of achieving the weight/power ratio of an authentic *supercar* but by containing the weight rather than by increasing the maximum power supplied by the engine in order to guarantee maximum agility and optimum performance.

The 4C marks the initial point of the Alfa Romeo global growth plan. Also in view of future models, the carmaker presents itself as a global brand and a competitor at the heart of the Premium market. This is why synergies are being put into place with the Fiat-Chrysler Group Premium brands, in particular with Maserati to which Alfa Romeo brings the power of its heritage, innovation ability and world-wide reputation. In this sense, therefore, the 4C supercar is an emblematic product with a very high qualitative level and an amazingly refined technology embodying the Alfa Romeo brand's deepest values.

Source: Alfa 4C Technology Day, June 2013.