

# Giulia Settles into the Showrooms

By Brewster Thackeray

On December 20, I was at Safford Fiat Alfa Romeo in Tysons Corner, Va., getting the 32,000 mile service for my Fiat Abarth. I was chatting with the service advisors when in the corner of my eye I spotted, in brilliant red metallic, *could it truly be?* An Alfa Romeo Giulia Quadrifoglio! Even as I waited on my peppy little hatchback, the technician finished his work and drove the Giulia into the showroom.



There is was, suddenly, right before my eyes, touchable with my hands, and yes, I even got to sit in it -- one of the very first new Alfa Romeo sedans to slip into a new car dealership in more than 21 years. That's quite a bit of time -- someone born when the last 164 was sold in 1991 can now legally buy a glass of chianti! The 8C and the 4C, along with all things tied to the exceptional Fiat Chrysler partnership, paved the way for this next big step -- the debut of the first modern Alfa with the potential to sell significant numbers in this country.

The Quadrifoglio I was gazing on in the center of that showroom, in the fine company of a 4C and a variety of Fiat 500s and Spiders, bore a \$79,000 price tag (base for the Q car is \$72,000). With its more than 500 horses and 3.6-second 0-60 time, this world-class supercar is so unique that its value is between the eye and wallet of the beholder. The bigger news for most of us Alfa-loving mortals is that the other varieties of the Giulia are close behind and start at less than \$40,000.

That's right -- according to pricing Alfa Romeo announced late last fall, the Giulia's entry price is \$37,995. That's right -- it could be on the road with taxes and tags around the time that \$40,000 bell rings.



Reminiscent of the 164 line of 25 years ago, this sedan comes loaded to start with, both in performance and luxury items. Bi-Xenon headlights, leather seating, and Alfa's DNA mode selector are standard. For those who want a bit more, the \$39,995 Ti edition provides some upgrades, including 18-inch aluminum wheels, heated seats and steering wheel, and wood accents. Opting for the Ti also opens the door to some options not offered on the base car.

There is a Sport package (\$1,250 in the base, or \$2,250 with additional inclusions in the Ti) and the Ti also offers a Luxury package featuring Pieno Fiore seats with Cannelloni

inserts for the same \$2,250. The Giulia and Giulia Ti can be upgraded from rear- to all-wheel-drive for \$2,000. There are wheel upgrades, a sunroof option (\$1,350), and an upgraded Harman Kardon stereo (\$900). While Alfa has designed its Giulia product plan based on competitive research of premium customers purchases, this is a car ready for customizing to one's taste. My read is that you can find a lot of happiness by the time you spend \$45 large.

For perspective, Alfa is undercutting the Volvo S90, and challenging the BMW 3-series, Audi A4 and Mercedes Benz C class with that price.



We Alfisti, if we are open to a new sedan, are going to be hot for this car. Will other buyers? They may find it hard to ignore, especially given the car's 280 horsepower, 5.1-second 0-60 time, and distinctive Italian styling inside and out.

From the marketing materials Alfa shared during its press introduction in California last October, the company expects many of the new cars to be leased. This makes sense -- people buying in this price range are tempted by the shorter-term financial commitment, and may be especially so with a freshly reintroduced marque.



Bringing a major automotive brand back to the United States after two decades is an unusual situation. One advantage Alfa has is that parent company Fiat got a six-year head start. The Fiat studio staff have learned a bit about the passionate, quirky folks who love Italian-designed cars. And those who have had positive experiences in their \$16-30,000 Fiats, as they consider upgrading, should see the Alfa as a worthy option to compete with those Volvo, Audi and other cars in this price range.

As more 4C and Giulia models hit the showroom floors, followed by the Stelvio SUV sometime in 2017, AROC hopes that our members will work as ambassadors, meeting the folks selling these cars and encouraging events to introduce our enthusiasm and the history of this amazing brand.

*Brewster Thackeray is the President of the Capital Chapter Alfa Romeo Owners Club, and has been a member of the national AROC Board of Directors since 2005.*



**The “My 2017 Alfa Romeo Giulia Pricing Guide” is available to be opened and viewed on the AROC-US website front page.**