



Alfa Notizia February 2013

Business meeting this Thursday, Feb 14th, at Jason's Deli in the Cypress Point Center, 25801 U.S. Hwy 19, (just south of Enterprise) from 7:30-8:30. Most of us arrive about 6:30 and enjoy soup and salad or a deli plate or sandwich which is big enough for two. Bring your Valentine for dinner ! We park our Alfas together, next door, in the law firm's parking lot. Just look for the Alfa Romeo sign.

The polo match gathering was a thoroughbred event ! We had 15 Alfas, an Iso Rivolta, six vintage Corvettes and 51 people attend. The Iso was driven by Sarasotan Piero Rivolta and his son, Renzo. It was Piero's father who built the first Isettas and later, in the 1960s went on to bigger and better cars like the Iso Rivolta and Grifo. This particular car actually qualified for the 1968 24 Hour Lemans. Other folks drove their "Portello ponies" in from as far away as Tarpon Springs, Naples and Orlando. The drive was worth it, the weather spectacular, the picnic food a feast and the polo match went into sudden death overtime, (for those who were watching and not socializing). We got lots of photos thanks to Barry Andress, Jeff Hanson, Cheryl Picot, Bob Schubert and most of all, to Mary Kathryn Paolini of the Corvette contingent who got a good shot of every one of the sixteen cars in the halftime parade !



Piero Rivolta by his 1968 Iso Rivolta
The license plate frame reads,
"Happiness is flat out down Mulsanne."
down Mulsanne." Cheryl Picot.



Many of the polo club members and other
and other spectators came over to chat and
oogle our Alfa Romeos.
Bob Schubert



Bob & Theresa Lombardo from Bonita
Springs really know how to "tailgate" off
of the tail gate of their spider
Barry Andress.

Our next event is the elegant Sarasota Exotic Car Fest on St Armands Circle on Lido Key in Sarasota. It used to be the Sarasota Ferrari and Exotic Car Fest and, although this year's theme is "50 Years of James Bond" it will still primarily be an Italian fest with lots of Ferraris, Lambos, Masies and nine of our Alfa Romeos. We have our own area on the northwest quadrant of the Circle. Spectator attendance and parking is free but shopping at St Armands **isn't**. It's a great way to spend a Sunday wandering among the aforementioned cars plus Veyrons, GT40s, a Spyker, Ultima GTR, Saleen, Scarab and the new Bentley, Rolls and Porsche sponsors.

Some Alfa Club members arrive in Sarasota Friday afternoon and a group of us will enjoy a sunset dinner on the dock at Marina Jack. Before dinner and well within walking distance you can have your photo taken under Sarasota's 40' statue of "The Surrender." On Saturday most of the entrants will lunch together just across from our cars at Café L' Europa. Fare at both restaurants is moderately priced. If you wish to join us please contact event chair, Dan Castorani, so he can include you in our reservations. dan_castorani@yahoo.com or (941) 922-7982. Or, if you wish, you can bring a picnic to enjoy on the grass in the shade of some magnificent oaks.



On Saturday, March 2nd, the Island Festival Street Fair and Car Display will be held on Pass-a-Grill south of the don Cesar Hotel at 10th Ave. from 9:00 to 3:00. The landmark don Cesar is a hotel that pampers you. It is a charitable event, the proceeds going to the Beaches Historical Museum. If you wish to show your contact the hosts, John & Margaret Lester at ladylester@verizon.com or (813) 831-4869.

The next FAC event, on March 8-10th, is the amazing Amelia Island Concourse d'Elegance at the Amelia Island Resort just south of Jacksonville. Here you will see some of the rarest and most beautifully restored automobiles in the world. This is Pebble beach South. If you attend one of the two auctions, the Gooding on Friday and RM on Saturday, you will see bids rising in increments of \$100,000 and the gavel coming down in the multi million\$. Buy your tickets ahead of time and save time and money by going to ameliaconcourse.org.

The Florida Alfa Club has arranged with the Crowne Plaza Jacksonville Airport Hotel for special rates of \$89 a night for this event. The rates are good only till Feb 22nd. Call (877) 559-0015 and ask for the Florida Alfa Club rate. Polly Greene has organized a "group" dinner at the hotel on Saturday evening at 7:00 PM. For reservations contact event chair, Delmas Greene at alfagreene@yahoo.com.



Also that weekend, and very near by, is a Festivals of Speed held on the 17th fairway at the Omni Amelia Island Plantation Resort. It will be celebrating "50 years of Lamborghini" and "50 Years of Aston Martin." Spectator tickets are \$20. This is the first time Festivals of Speed has been held here and if you have a showable Alfa you can probably get in and put it on the grass for free. For info go to festivalspeed.com.

Then, on April 13th, the FAC is taking a back road tour to a tour of the Rosa Fiorelli Winery in east Manatee County. This is the only winery near the Sun Coast. We meet at Uppy's BP just off of I-275 in Palmetto and at 10:00 AM head east to the winery for a tour and wine tasting at 11:00 and lunch at 12:00.. At 2:00 PM you can head back home on many more country roads. RSVP to event chair, Jeff Hanson, jshvt@yahoo.com or (941) 371-3337. Cost per person is \$20.



On May 4th, Saturday, the 2nd Annual Alfa Romeo Swap Meet will be held at the Alfa Romeo, Inc. headquarters in Orlando ! This event did exceptionally well for a first time event last year, you may remember reading about it in the November issue of **Alfa Owner**. Tony DiMuro, ARI, has asked us back and FAC member and ARI Liason, Delmas Greene, is putting it together. So start organizing those parts you have been saving for too long and start making a list of parts you hope to find. They don't have to be car parts, there will be books, brochures, clothing, art, memorabilia, desk items and Alfa items you never knew existed there. One man's junk is another man's treasure. There will be plenty of room to spread your wares out and plenty of time to haggle. Tony will give a tour of the warehouse and hopefully provide another surprise; last year he brought out the only legal Breda spider in the U.S. and gave us the keys. Whew, I wonder why I didn't just keep going ! We were hoping that this year he might have a 4C but . . . you can read more about Alfas entry back into the United States in a following articles.

For more articles about what's going on with Alfa coming back, the Alfa/Mazda roadster, the 4C, and just about everything Alfa, go to Peter DiMatteo's comprehensive website, arocswfl.org.

If you have any articles or photos you want to see in the **Notizia** send them to me at harmonheed@yahoo.com.

HH

2013

February 14th, 7:30~8:30 PM, Valentines Day ! Business Meeting at Jason's Deli in Clearwater. Bring your sweetie but not your New Year's resolution to lose weight.

February 16th, 7:30~10:00 AM, Cars & Coffee at duPont Registry, St Pete.

February 23rd, Saturday, 10:00~3:00, Sarasota Exotic Car Fest on St Armands Circle in Sarasota. Four dozen Ferraris, one dozen Lambos, a few Masies, Jags, Porsches, Bentleys, a couple of Veyrons, GT40s, McLarens, Stryker, Saleen, Ultima GTR and nine of our Alfas !

March 2nd, Sarurday, 9:00 AM~3:00 PM, Island Festival and Street Fair, Pass-a-Grille .
8:00~10:00 AM, Cars & Coffee at Suncoast Porsche on the Trail in Sarasota.

March 8-10th, Friday, Saturday & Sunday, Amelia Island Concours d'Elegance at the Ritz on Amelia Island, FL. See some of the rarest and finest cars in the world at "Pebble Beach South." Festivals of Speed at the Omni Amelia Island Plantation Resort. Show your car there on Saturday and see the rarest and best restored on Sunday at the Ritz.

March 14th, 7:30-8:30 PM, Business meeting at Jason's Deli, Cypress Point Center, Clearwater.

March 16th, Cars & Coffee at duPont Registry, St Pete.

April 6th, 8:00~10:00 AM, Cars & Coffee at Suncoast Porsche on the Trail in Sarasota.

April 11th, 7:30-8:30 PM, Business meeting at Jason's full belly Deli in Clearwater.

April, 13th, Saturday, 9:45~3:00, road trip and wine tasting at Fiorelli Winery just south of Lake Manatee in east Manatee County. Get out of the way Novulari ! See following flyer.

April 20th, 7:30~10:00 AM, Cars & Coffee at duPont Registry, St Pete.

May 4th, Saturday, 10:00 AM~2:00 PM, SWAP meet at Alfa Romeo, Inc., headquarters in Orlando. Sell your junk and buy treasures cheap. Or is it visa versa ?

May 9th, 7:30~8:30 PM, Business meeting, Jason's Deli. We start and end on time !

May 11th, 8:00~10:00 AM, Cars & Coffee at Ferrari of Tampa, Palm Harbor.

May 18th, 8:00~10:00 AM, Cars & Coffee at Ferrari of Tampa, Palm Harbor.

July 8-12th, National Convention, Sonoma, CA. Go to alfacalifornia.com.

Alfa Romeos to be sold in U.S. again by year's end



Paul Eisenstein / The Detroit Bureau

The key to launching the 4C in the U.S., says CEO Marchionne, is getting its powertrain right.

In a seeming turnaround from comments he made just earlier this week, Fiat/Chrysler CEO Sergio Marchionne revealed that the Alfa Romeo brand will finally make its long-anticipated return to the U.S. by year-end, launching with the new 4C sports car.

The executive also revealed that Fiat has signed a deal with Mazda that will have them produce a 2-seat new sports car at the Japanese maker's plant starting in 2015. It will serve as an addition to Alfa's line-up and a replacement for the aging Mazda Miata.

"We're finalizing the car now," CEO Marchionne said of the new Alfa 4C, "so it should be here (in the U.S.) by the end of the year."

The news is likely to resonate well in some circles. Alfa Romeo was once one of the most popular Italian brand sold in this country but it abandoned the U.S. market two decades ago due to a variety of problems, including poor quality. It has since tried a number of times to return but until now, such efforts have failed to gain traction.

Marchionne made the revival of the Alfa brand one of his key points during a day-long conference in November 2009 outlining his plans to turn things around at Chrysler, which had just emerged from bankruptcy until the control of Alfa's parent, Fiat SpA.

But while most of the turnaround plan has gone according to plan, Alfa's return has fallen behind schedule, and during a media roundtable held during the North American International Auto Show on Monday, Marchionne appeared to be signaling yet another delay. He cautioned that work on the small 4C sports car was not yet meeting his approval and that he wasn't ready to sign off on its debut in the U.S. as the first new American Alfa model.

"This undertaking to bring Alfa back is a one-shot deal," he cautioned. "We are not going to do this twice."

Of particular concern, he hinted, was the powertrain, which he stressed had to have the right feel and even the right sound long associated with Alfas past. In the sort of blunt, often politically incorrect comment Marchionne has become known for, he declared it had to be a "Wop" engine, a typically negative reference to something or someone of Italian descent.

But even after cautioning reporters, Marchionne concluded, "Alfa Romeo is coming. There is not a single doubt."

What has happened over the last four days to permit the hands-on executive to announce a relatively specific timetable for that return is unclear. But in his comments today at an industry breakfast, Marchionne did note that work on the Alfa 4C powertrain is not finalized while the choice of the basic vehicle architecture and the models to come to the U.S. have apparently been locked in place.

The 4C is the sports car Fiat is counting on most as it struggles to revive the once vibrant Alfa, but it is only one of nine models the maker has confirmed it plans to launch by 2016. Alfa, Marchionne has explained, will be one of a select group of Fiat and Chrysler brands, a list also including Jeep – that the trans-Atlantic alliance will take global in the coming years.

Most of those products will be assembled in Italy but the maker now plans to produce a small, rear-drive sports car in Japan. It will be the result of a joint development effort with Mazda, and it will be produced at one of that maker's Japanese plants.

The project is similar to one that teamed up Toyota and Subaru, the former maker marketing the sports coupe in the U.S. as the Scion FR-S, Subaru bringing its version here under the BR-Z nameplate. As part of the new joint venture the Mazda sports car will replace the aging Miata. There's no word on what Alfa will call its model.

It's clear that Marchionne is hoping the news about Alfa will finally end speculation about the struggling brand's future.

In recent months, senior officials with German rival Volkswagen AG have repeatedly suggested Fiat should sell them Alfa. Marchionne has repeatedly insisted Alfa Romeo is not for sale, and on Monday frustratedly told reporters, "I've got to come up with a German version of 'No.'" I think it's called 'Nein.'"

Copyright 2013 The Detroit Bureau

But, like Ted Stratton said, "By the time Alfas come back to America, I'll have to by my model at the "Scooter Store."

Fiat signs accord with Mazda to build new Alfa roadster



Pininfarina created the Duettottanta concept for Alfa Romeo in 2010, providing clues about how a new Alfa roadster might look.

MILAN (Reuters) -- Fiat today said it had signed a final agreement with Mazda for the Japanese automaker to build a two-door roadster for Fiat's upscale Alfa Romeo brand.

The two-seat convertible will be based on the next-generation Mazda MX-5/Miata and will be built at Mazda's factory in Hiroshima, Japan, the companies said in a joint statement. Production will start in 2015.

Fiat CEO Sergio Marchionne is overhauling Alfa Romeo with new models in an effort to mimic Volkswagen's success with Audi, which is the German carmaker's main moneymaker. The agreement today finalizes plans the Italian and Japanese companies announced in May.

The agreement paves the way for Mazda to increase its capacity utilization through Alfa. For Fiat, the deal may help the company gain access to Mazda's engine and lightweight technology.

The Alfa Romeo and Mazda roadsters will be developed for the global market. Each version will have distinct styling and use engines unique to each brand, the companies said today.

Reuters and Bloomberg contributed to this report

PRESS RELEASE

Mazda and Fiat Sign Agreement for New Alfa Romeo Roadster

Further to the joint announcement of May 23, 2012, Mazda Motor Corporation (Mazda) and Fiat Group Automobiles S.p.A. (Fiat) announced today the signing of the Final Agreement which will see Mazda produce an open-top two-seater sports car for Fiat's Alfa Romeo brand at its Hiroshima, Japan, plant starting from 2015.

The new Alfa Romeo roadster will be developed for the global market, and will be based on the architecture of the next generation Mazda MX-5. The agreement foresees for both Mazda and Fiat to develop two differentiated, distinctly styled, iconic and brand-specific roadsters featuring rear-wheel drive.

The Mazda and Alfa Romeo variants will each be powered by specific proprietary engines unique to each brand.

Through this contractual agreement, Mazda aims to enhance development and production efficiency and revitalize enthusiasm for open-top two-seater sports cars around the world. For Fiat, this collaboration will permit the company to deliver a modern interpretation of the classic Alfa Romeo roadster utilizing the latest technical solutions, helping Alfa Romeo to achieve its stated goals by 2016.



By Bernie Woodall

ORLANDO, Florida | Sat Feb 9, 2013 9:03pm EST

(Reuters) - Fiat SpA's ([FIA.MI](#)) Alfa Romeo will outsell stablemate Fiat in the United States once the sporty brand gets a foothold in its new market and expands to sell larger models, an executive with Fiat-owned Chrysler Group said on Saturday.

The first Alfa Romeo to be sold in the United States in nearly two decades, the 4C sports car, is expected to arrive late this year. Alfa Romeo will be sold at Fiat dealerships in the United States.

After the Alfa lineup in the United States is filled out, the brand is forecast to outsell Fiat models, said Peter Grady, head of network development for the Chrysler Group.

"We think that Alfa Romeo will have a little bit larger volume than Fiat will have," Grady said in an interview on the sidelines of the National Automobile Dealers Association's annual convention.

Alfa Romeo models were sold in the United States until the mid-1990s, before Fiat SpA bought the company. Dustin Hoffman's character in the 1967 film "The Graduate" drove an Alfa Romeo Spider.

Fiat's namesake brand sold in the U.S. market until the mid-1980s and returned with the subcompact Fiat 500 in 2011.

Outside of Chrysler's home of North America, Alfa Romeo will build its distribution network by leveraging the "global footprint and premium position" of Chrysler's Jeep brand, Fiat said in a presentation to analysts in New York on Friday.

Sergio Marchionne, chief executive of both Fiat and Chrysler, has said on several occasions that Jeep and Alfa Romeo are the only true global brands in the two companies' portfolios.

Marchionne has also said that he intends to merge the two companies by 2015. Fiat now owns 58.5 percent of Chrysler, up from the 20 percent it received when the Detroit-area automaker came out of [bankruptcy](#) in 2009.

Sales of Alfa Romeo in North America and other [global markets](#) is a way to help Fiat overcome a production-and-demand imbalance of the sporty brand in Europe, where auto sales and the [economy](#) are weak.

Fiat, in the presentation to industry analysts in New York, said it is targeting global sales of more than 300,000 for Alfa Romeo by 2016, up from about 100,000 in 2012.

MORE U.S. DEALERSHIPS

Fiat said it would center Alfa's sales in the next few years on European and North American [markets](#), and it said the Asian market eventually would offer a "great opportunity for growth."

Chrysler said last month that it will have 10 Fiat and six Alfa Romeo models on sale in the U.S. and Canadian [markets](#) by 2016. Fiat currently offers two models. A third Fiat 500 version, the 500L, which is longer than the models now on sale, will be introduced in May.

Grady said Alfa Romeo will eventually offer midsize models and full-size sedans, which will give it a chance to increase its sales volume.

Alfa is also expected to offer a compact crossover vehicle.

Grady said there are now 202 Fiat dealerships in the United States, which will grow to 225 later this year. In Canada there are 62 Fiat dealerships, a number that Grady said is not expected to grow in 2013.

Sales of Fiat were 43,772 in the U.S. market in 2012 and more than 50,000 in North America, Grady said. He would not give a forecast for Fiat sales in 2013.

Grady said Fiat dealerships that are selling the most Fiats or scored highest in customer satisfaction surveys will be the first to receive the early allotments of the Alfa Romeo 4C.

(Reporting by Bernie Woodall; Additional reporting By Jennifer Clark in Milan; Editing by Eric Beech)