



Alfa Notizia

April 2013

Business Meeting this Thursday, 7:30 ~ 8:30 PM, at Jason's Deli in the Cypress Point Center, 25801 U.S. 19, Clearwater, near the Enterprise intersection. Join us early for a delicious soup, salad or big deli sandwich. Park in the lot just north of the Deli's parking lot.

On Saturday, April 13th, join us for a road trip out through rural, East Manatee County to the Rosa Fiorelli Winery for a tour, wine tasting and lunch. Manatee County is between Hillsborough (Tampa) and Sarasota Counties. We'll meet at Uppy's BP Station off of I-75 just south of the Sunshine Skyway Bridge and at 10:00 AM head east, out to the winery for a tour and wine tasting at 11:00 and lunch at noon. Price is \$20 per person. Please make your reservation's with event chair, Jeff Hanson at (941) 371-3337 or jshvt@yahoo.com.



On May 4th, Saturday, the 2nd Annual Alfa Romeo Florida 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 last November's issue of *Alfa Owner*. Tony DiMuro, ARI, has invited us back to the 500,000 square foot Chrysler warehouse. AROC ARI Liaison, Delmas Greene, and Howard Bernstein of the Mid-Florida club are putting it together. So start organizing those parts you have been saving for too long and start making a list of the parts you will hope to find. They don't have to be car parts, there will be books, tapes, brochures, clothing, art, memorabilia, desk items and Alfa items you never knew existed. One man's junk is another man's treasure. Some people will be bringing trailers. There will be plenty of room and tables to spread your wares out on and plenty of time to haggle. ARI will provide coffee and pastries and the Florida



Howard Bernstein and others begin setting up for last year's swap meet at ARI HQ.

Alfa Club and Mid Florida Alfa Club will provide sandwiches and drinks for lunch. This is a free event. Warehouse address is 10300 Boggy Creek Rd, Orlando, FL, 32824. RSVP to Gladys Bernstein at glad1bee@cfl.rr.com or (407) 774-7947 or Delmas Greene at (727) 799-1486 or alfagreene@earthlink.net.



After lunch Tony will give a tour of the warehouse and hopefully provide another surprise. Last year he brought out the only legal Brevia spider in the United States and gave us the keys to romp around on the deserted, wide industrial roads !

Doug Brubaker points up to where the Maserati parts are kept under lock and key in the Chrysler/ARI warehouse.

Later in the month of May we will have a simulating event and yes, that's spelled right although it is always stimulating, too. The Santilli's have again invited the club to their home in Palm Harbor to drive their F1 simulator. This isn't just a little Play Station; you climb in behind the wheel, put your feet on the pedals, adjust the seat, look up at the big screen, pick a track and the speed you think you want to compete at, hit start and away you go ! There's lots of laughs by back seat drivers when we smack a wall, go over into water or climb onto another car on the track. Bring your driving skills but leave your ego at home. We'll know next week whether the date will be Saturday, May 18th or 25th.

Right now there are at least six Alfas in the club undergoing major work. The total, bolts



up, restoration of Delmas Greene's 1956 Giulietta spider is close to completion. He recently flew to California to pick up the new red interior fabric. Tom Hill's grey 1960 Giulietta spider is in Franco's for engine and brakes overhaul. Harmon Heed's 64 Giulia spider engine and tranny are also in Franco's for rebuild. Kevin Mattoni very kindly



trailed the body back down to Harmon's home in Sarasota so he can spiffy up the engine compartment while the heart of the car is out.

Bill Kelly's rare 1954 1900 coupe should be running very soon. Barry Andress is arduously putting back together his cherry, red 72 GTV after being in paint shops for almost two years. And Frank Mann's 73 GTV "abnormale" should be coming out of final paint and going into finish assembly. Frank has had some details distinctly enhanced.



Frank has made major changes in his GTVs trunk floor



Frank's 1750 before new headers and Webers are installed.



Harmon doctors up his Alfa's abdomen while her heart is out.

FAC members Dennis and Jean Magee have invited us to participate with the Florida Suncoast MG Car Club and the Tampa Bay Austin Healey Club in the Safety Harbor 4th of July parade. Safety Harbor is a delightfully picturesque little town just east of Clearwater on the north end of Old Tampa Bay. Put on your red, white and blue and join us in a patriotic, small town parade. Parade starts at 10 AM. Dennis has made luncheon reservations at hippy/yuppy Woodstock on 5th. Please RSVP to Dennis at dmagee119@verizon.net.

Does anyone have an idea for a club event in June ?

For Sale



Used but complete and in very good condition, red interior for Giulietta spider. Contact Delmas Greene at alfagreene@me.com or (727) 439-2019. Asking \$1,000 for the complete set (new replacement set is costing \$6,000). Will consider selling some of it separately.

Florida Alfa Club insignia attire; cotton shirts, polo shirts, T-shirts, long sleeve and short sleeve in many colors and baseball caps in tan and black. All with FAC insignia embroidered above left pocket or the bill. For orders email Polly at pollyhgreene@yahoo.com.



2013

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

April 13th, Saturday, 9:45 AM-3:00 PM, road trip and wine tasting at Fiorelli Winery just south of Lake Manatee in east Manatee Co. The Sonoma of Florida.

April 19th, Friday, 6:30 PM, 50's Theme Car Show at Brighthouse Field.

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

May 4th, Saturday, 10:00 AM-2:00 PM, 2nd Annual Florida Swap Meet at Alfa Romeo, Inc. HQ in Orlando. Sell your junk and buy treasures cheap or visa versa.

May 9th, 7:30-8:30, BS meeting at Jason's Deli. Come early and eat heartily.

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

May 18th, 7:30-10:00 AM, Cars & Coffee at duPont Registry, St. Pete.

May 18th or 25th, afternoon driving the racing simulator at the Santilli's in Palm Harbor. Pizza will be served.

June 1st, 8:00-10:00 AM, Cars & Coffee at Suncoast Porsche, Sarasota.

June 8th, 8:00-10:00 AM, Cars & Coffee at Ferrari of Tampa, Palm Harbor.

June 13th, 7:30-8:30 PM, Business meeting. We start and end on time !

June 15th, 7:30-10:00 AM, Cars & Coffee at duPont Registry, St. Pete.

July 4th, Thursday, 10:00 AM, Independence Day Parade in quaint Safety Harbor.

July 6th, 8:00-10:00 AM, Cars & Coffee, Suncoast Porsche, Sarasota.

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

July 13th, 8:00-10:00 AM, Cars & Coffee at Ferrari of Tampa, Palm Harbor.

Autos of Italy: Summer tour will feature Italy's auto factories, museums and historic venues

Jeff Peek

February 18, 2013

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Watching Mille Miglia Rally participants wind through the streets of northern Italy is just one of many exciting stops planned for this year's "Passion Sculpted in Steel: Italian Automobile Design" VIP tour.



Home to names like Zagato, Pagani, Ferrari, Maserati, Lamborghini and Fiat, it's difficult to dispute Italy's place in automotive history. Classic car lovers can quench their thirst for Italy's finest marques by joining "Passion Sculpted in Steel: Italian Automobile Design," a VIP tour of the country's auto factories, museums and historic venues, May 7-17. The tour will be hosted by Jonathan Stein, longtime automotive historian and Executive Editor of *Hagerty Classic Cars* magazine.

"As someone who's been part of the hobby for 35-plus years and who's traveled to Europe many times, it's exciting to see these sites through the eyes of newcomers," Stein said. "I love being able to help travelers get into places and see things they might not see if they were traveling on their own, and enrich their experience any way I can."

"It's also flattering to see the familiar faces of repeat travelers, which confirms that they enjoy what we're doing."

Travelers will trace the history of legendary Italian innovators in a variety of ways. Among the highlights:

- Tour of the factory floors of Maserati and Pagani.
- Tour of the Pininfarina Studios, designers of some of the most beautiful cars the world has ever seen.
- Visit to the new Enzo Ferrari Museum to discover the man, the driver and the car maker behind the legendary name.

- Celebrate the history of Italian car design – Lamborghini turns 50 years old in 2013; Bertone has been operating for a century.
- Enjoy special visits to a number of private collections, including those of the Stanguellini family and the Panini's Maseratis.
- At the Galleria Ferrari, view some of the fabulous race and road cars that have made Ferrari a household name.
- View Europe's largest display of historic vehicles at the Museo dell'Automobile in Turin.
- Watch vintage race cars wind through the streets of northern Italy during the Mille Miglia Rally, and learn about the racing legends at the Mille Miglia museum in Brescia.
- Visit Italy's greatest race track at Monza, home of the Italian Grand Prix, and see the hallowed place where drivers such as Nuvolari, Fangio, Hawthorne and Musso once reigned.

Stein knows from experience that Monza will be a highlight.

"It's a magical place," he said. "As the longtime home of the Italian Grand Prix – now a road course – it almost feels haunted. I can only imagine the ghosts that must be there, if there are such things. The history there is amazing."

Stein also cites the old roof-top test track atop Fiat's former Lingotto factory in Turin.

"They couldn't use it now, not with safety concerns and the speed of the cars today," he said. "The track couldn't contain them. They'd fly right off."

Stein said every trip also seems to include a pleasant surprise or two, like the time he was at Zagato and saw a Fiat 8V Zagato that had once been raced by Elio Zagato in mid-restoration. "That was very, very special."

The road to 300,000

How Alfa Romeo plans to triple sales in the next 3 years

LUCA CIFERRI
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GENEVA - Skeptics think Fiat CEO Sergio Marchionne's aim to triple Alfa Romeo's global sales to more than 300,000 units by 2016 is too ambitious. But Alfa's European boss, Louis-Carl Vignone is convinced Alfa has enough fresh products to meet and possibly exceed Marchionne's target.

Currently, Alfa gets most of its volume from two aging models, the MiTo sub-compact and the Giulietta compact, in a slumping European market. With fresh product and by expanding into new markets including the United States, the brand can dramatically improve sales, Vignone believes. "With our current segment coverage and our geographical footprint, we compete in about 5 percent of the global market," he said. By 2016 Vignone wants Alfa to compete in 32 percent of the global market.

Last year, Europe accounted for about 90 percent of Alfa's 101,000 global sales. To reduce its reliance on the region, Alfa this year will return to the U.S. market it quit in 1995. "Alfa's brand awareness in the U.S. is still at a relevant level despite an absence of nearly 20 years," Vignone said.

Alfa says Europe and the United States will be its two largest markets by 2016 with Europe, Africa, Russia and the Middle East accounting for about 180,000 of its planned 300,000 sales.

Halo model

The 4C small sports car will lead Alfa's U.S. comeback. At the Geneva auto show, Alfa showed a so-called Opening Edition of the 4C coupe equipped with carbon fiber inserts in the headlamps and in the rear spoiler. Alfa will make 1,000 units of the variant and sell them at prices starting at 60,000 euros in Europe.

In June, Alfa will open the order books for the standard 4C, which will start at about 55,000 euros. Alfa plans to build about 700 4Cs this year, with deliveries in continental Europe due to start in September.



Alfa Romeo will sell the first 1,000 4Cs for a starting price of 60,000 euros.

Right-hand-drive variants will arrive at dealers in October. The automaker did not reveal the car's starting price for the United States, where the 4C will debut after the Los Angeles auto show in November.

By the end of 2014, a 4C targa with a small removable carbon fiber roof will join the 4C range. Alfa plans to make 26,000 units of the 4C coupe and targa during its seven-year life cycle.

Key models

The 4C is a low volume image-booster so the brand's hopes of tripling sales hinge on the mid-sized Giulia sedan and wagon and a large-premium sedan based on the Maserati Ghibli's underpinnings. This rear-drive Alfa flagship will compete with the Audi A6 and BMW 5 series. Alfa plans annual sales of 30,000 units for the sedan, which will start at about 55,000 euros. Sales begin in 2015 in Europe, China and the United States.

That same year Alfa will launch the Giulietta, which it expects to account for a third of its total volume. "A mid-sized sedan is fundamental in North America, where this type of vehicle covers 20 percent of total sales and is also crucial in Asia-Pacific, where represents almost 9 percent of demand," Vignone said.

Model offensive

This is how Alfa Romeo foresees its lineup by 2016 (average annual production of model)

Giulia sedan & wagon	100,000
Giulietta	90,000
MiTo	50,000
Mid-sized SUV	40,000
Large sedan	30,000
Spider	25,000
4C coupe/targa	3,500

Source: Automotive News Europe research

Alfa likely will sell the Giulia wagon only in Europe where wagons account for more than 40 percent of mid-sized model sales.

Also in 2015, Alfa will launch a rear-drive two-seat roadster known as the Spider. It is being co-developed with Mazda, which will produce the Alfa roadster alongside its MX-5 in Japan.

Alfa's fifth new model will be a mid-sized SUV. "It will be a brand statement," Vignone said, adding that the SUV's width would be in the range of 4600mm to 4800mm. **AN**