



July 2015

Volume 2 Issue 7

Editorial Comments: More great Mille Miglia photos, the 4C Spider and news on the new Giulia



Alfa Romeo Selection of the

Month for July 2015.

Car Name: Alfa 4C Spider in bright Yellow



More Views of the Alfa 4C Spider:

This color looks great on this car as does silver, and the spider might be the way to go as well.



More 2015 Mille Miglia Photos:

Note: Photos courtesy of Sports Car Digest.

Some interesting Alfa's participated in this year's Mille Miglia. Here are some interesting shots of various cars as they get ready to begin the race. In some cases hoards of people and regular traffic got in the way.



More Mille Miglia Photos:

These beauties are from the mid 50's but would not look out of place on the road today – amazing!



Alfas come in all shapes and sizes as you can see

Hey you, watch my car while I gets some espresso



More Mille Miglia Photos: I am having the last photo framed for my bedroom!!!



Alfa Romeo News: Alfa Romeo Plots Revival with Luxury Sedans

Note: Excerpts from the Wall Street Journal.

Fiat Chrysler Automobiles NV on Wednesday unveiled an Alfa Romeo sedan that is billed as the start of the renaissance of the storied sports car brand and a key part of its plan to lift sales by 50% by 2018.



The luxury sedan is the first vehicle from a \$5.6 Billion Alfa investment plan that aims to leverage the brand's racing history to take on Audi, BMW, and Mercedes-Benz. Called Giulia, the rear-wheel drive Alfa Romeo is due to go on sale sometime next year. Pricing wasn't disclosed. Chief Executive Sergio Marchionne described the project as a deeply personal endeavor. "It is no mystery that Alfa is one of the projects that I have been most involved with, both operationally and emotionally," said Mr. Marchionne. "it's one of the most important of my career."

Alfa Romeo News: Alfa Romeo Plots Revival with Luxury Sedans continued:



Wednesday's unveiling on the 105th anniversary of the Alfa Romeo brand, came with pomp and circumstance that included a surprise appearance by Italian tenor Andrea Bocelli. To achieve his goals for Alfa, Mr. Marchionne, who saved Fiat from falling into bankruptcy and lead Chrysler out of a similar fate, must pull off one of the Houdini acts he has become famous for.

The Fiat Chrysler merger made it possible to have the financial resources, technical capability and global distribution needed to relaunch Alfa, Mr. Marchionne said. The combined company projects global sales this year of between 4.8 million and 5 million vehicles. The ambitious five-year sales forecasts have drawn skepticism from analysts and industry insiders. Mr. Marchionne has already missed his sales targets on Alfa several times. The CEO had a previous plan that called for 500,000 in vehicle sales in 2014, but the company actually sold about 70,000. Sales have fallen almost uninterrupted for 15 years from a high of 200,000 in 2001.

Alfa Romeo News: Alfa Romeo Plots Revival with Luxury Sedans continued:



Mr. Marchionne must also return Alfa to profitability. Though Fiat Chrysler does not break out the profitability figures for its individual brands, many analysts reckon Alfa has been accumulating losses for at least a decade. Alfa Romeo brand chief, Harold Wester, also Fiat Chrysler's chief technology officer, is moving Alfa up market which took competitors decades to achieve. "Audi took 30 years to become a premium brand, but it has to do with where they were before," Mr. Wester said in an interview earlier this year. "Alfa has a historic legacy that it can leverage." Mr. Wester – who spent time previously at Volkswagen, Audi and Ferrari – has been working with Mr. Marchionne for more than a year disseminating the idea that Alfa's racing legacy will help sell sedans, sport-utility vehicles and roadsters.

Some analysts remain unconvinced. Sanford C. Bernstein & auto industry analyst Max Warburton last week wrote that FCA's plan for Alfa is unachievable and Mr. Marchionne's aggressive targets are part of "a high-stakes plan" aimed at making Fiat Chrysler more appealing to a potential buyer. Mr. Marchionne has made no secret of wanting to find a partner so Fiat Chrysler can beef up and be better prepared for any market downturn. On Wednesday, he said any eventual deal involving Fiat Chrysler would not impact the Alfa relaunch plan.

More Alfa News: 2017 Alfa Giulia Debuts with Ferrari Power

The range-topping Alfa Romeo Giulia has been officially unveiled.

Introduced at the Alfa Romeo Museum in Arese, Italy, the Italian automaker marked its 105th anniversary, and there's no better way to celebrate than by showing off an all-new model. The 2017 Alfa Romeo Giulia is quite a bit different from the 4C sports car available in the U.S., sporting four doors and a more traditional midsize sedan body.



For Alfa Romeo, there were two key elements the Giulia had to embody during its development: a 50/50 weight balance and rear-wheel drive. According to the Italian automaker, the Giulia has very short overhangs, a long hood and front wings in order to arrange the engine and mechanical parts between the two axles, helping give it the perfect weight balance.

As a result, the Alfa Romeo Giulia actually has the longest wheelbase in its class, but it's all packed into a compact body.

More Alfa News: 2017 Alfa Giulia Debuts with Ferrari Power

But what everyone is excited about is the fact that the Giulia will come equipped with a Ferrari-prepped, six-cylinder engine churning 510 hp. Capable of accelerating to 62 mph from a standstill in 3.9 seconds, the Alfa Romeo Giulia will set its sights at the BMW M3 and Audi RS4 models as a high-performance sedan with robust handling capabilities. In addition to the power plant, the Giulia is outfitted with Torque Vectoring and a double-clutch transmission, allowing the rear differential to control the torque delivery to each wheel separately.

Keeping things simple in the cabin, the Giulia's interior features a steering wheel similar to one you'd see on a Formula 1 car, where the car's main controls are incorporated on the wheel. The human-machine interface consists of just two simple, user-friendly knobs for adjusting the Alfa DNA selector (driving mode) and the infotainment system.

Although the official weight wasn't announced, Alfa Romeo is bragging that the Giulia has "an excellent power-to-weight ratio (remarkably lower than 3 kg/hp)." Carbon fiber can be found on the sedan's propeller shaft, hood and roof, while aluminum was used for the engine, brakes, suspension, doors and wings. Even the rear cross member has been manufactured from aluminum composite and plastic.

The 2017 Alfa Romeo Giulia is expected to arrive U.S. dealerships late next year and we'll get an up close look at the Frankfurt Motor Show this September.

Note: An Alfa Time Frame Translation: Add one year to all dealer availability projections if history has anything to say about it. Just kidding – but not really! Ha! Put your order in now for a Ferrari tuned-BMW M3 Killer- 510 HP Giulia Sedan! Is BMW worried – I doubt it, but this could make things interesting if and when it actually shows up at your local dealer.



Recent Events:

Annual Pizza Party and Simulator Racing Contest



This year's Pizza and SIM racing event was a huge hit with over 21 people attending. Carla out did herself this year with several tables set up as if we were attending a fancy dinner instead of a pizza party with individual plates, wine glasses, and a different bottle of wine every couple of feet across each table. She also has several Italian appetizers set out for all to enjoy.

Since this was also a monthly club business meeting, we rounded up everyone attending to have a quick meeting before we returned to the festivities. On the agenda was the nomination and subsequent election of Bob Scott as club Vice President for 2015 (I know it is a little late), so Bob it is official now even though he has seen this coming for a while. We also discussed the fall's coming events and how we plan to hold them and when including the busy month of October. More details of these events will be discussed in subsequent newsletters.

After the business meeting we gathered down stairs to view Ruggero's garages and collection of rare and beautiful cars. There for viewing was the Zagato TZ3, the Ferrari yellow Testarossa, and the Sprint Zagato double bubble race car just to mention a few. This was broken up only by the arrival of the Pizza, so back upstairs to enjoy with some great Italian wines as well.

After we were full of pizza and wine what better thing to do than get behind the wheel of a race car and barrel down the track at Sebring – let the SIM racing begin! This year we had our share of crashes for sure but a couple even managed to turn the car upside down. In the end we crowned the winners of the men's and lady's division awarding them with a prize for their hard work, although there was a post-race objection lodged as to how much – over the shoulder – coaching the winner of the ladies division received (no names were mentioned). Carla also provided a prize to the person who drove the furthest to join the event, some authentic pasta from her home town.

Watch our event calendar for next year's Pizza & SIM Racing event date.

More Recent Events:

ALFA ROMEO OWNERS CLUB NATIONAL CONVENTION

After several requests for photos to Delmas Greene of the Alfa National convention which he attended, to the point of almost pestering him on my part, Delmas decided that Keith Martin of Sports Car Market Magazine did a better job and took better photos, suggesting I use his work for our review of the convention – you can decide if he was right. Delmas' photos follow these.

The Gathering of the Alfa Clan

Written by [Keith Martin](#)



There's something special about a sports car club national convention.

More Recent Events: Alfa National Convention 2015

Note: Excerpts from Sports Car Market Magazine and Keith Martin-editor

Warwick, Rhode Island, just south of Providence, was the setting for [Alfamiglia Nordest](#), the 2015 National Convention of the [Alfa Romeo Owners Club](#). The convention took place June 24–28.

Alfa enthusiasts — fanatics, really — came from thousands of miles away to indulge their automotive passions.

My eight-year-old son Bradley and I included the convention in our week on the East Coast. On Monday we flew into Boston and picked up our ride for the week — a 2015 Mercedes-Benz ML250 diesel. Over the next seven days and 500 miles, it proved a competent, quick and fuel-efficient SUV.

That night Bradley enjoyed his first-ever lobster, at the [Summer Shack](#), a seafood and oyster bar located directly across from the Sheraton at Copley Square where we stayed.

Tuesday we took a "duck boat" tour of Boston, including a "drive" up the Charles River in the amphibious vehicle. Then it was on to the [New England Aquarium](#), and we finished the day watching the [Blue Man Group](#).

Wednesday we went back to the aquarium, then headed north to visit Alex Finigan at [Paul Russell and Company](#). I've known Alex for nearly 30 years. He is SCM's go-to guy when it comes to Mercedes, and he's provided readers with thoughtful and intelligent commentary on a variety of Gullwing- and 540k-related topics.

Alex gave me a tour of the facilities and explained that Paul Russell had at one time restored Gullwings exclusively. But when Ralph Lauren asked Russell to restore his Bugatti Atlantic (which went on to win Pebble Beach), the shop began to branch out.

Russell brings a methodical approach to his restorations, and when he finishes a car, it not only looks right, but drives right. I wasn't surprised to learn that he has a three-year backlog of projects.

I walked by a Ferrari SWB and Cal Spyder, Porsche 356s and 550s, Astons, Cunninghams, Lancias and of course 300SLs. Paul Russell and Company have earned their reputation one car at a time, and they continue to set the bar for taking cars apart and putting them back together the right way.

Alfas Everywhere

On Thursday we stopped by the Crowne Plaza hotel, site of the Alfa Romeo National Convention.

I've been going to Alfa conventions since 1989. There's always something special about pulling into a parking lot and seeing over a hundred Alfas in one place. Today an Alfa sighting of any type is rare, and seeing so many all together always makes me smile.

Two things surprised me. First was the number of late-model Alfas on display, including GTV-6s and the four-door Milanos and 164s that followed them. The 164 was the last car that Alfa imported to the U.S., and the 1991–93 models were plagued with electrical issues. Those issues were sorted out by 1994, however, and a 5-speed 1994 164 would be a wonderful car to own.

As four-door sedans, neither the 164 nor the Milano will ever have the following that a two-door coupe like the GTV-6 will. Repairs can be expensive, and resale values are not high, so most 164s and Milanos have already made that one-way trip to the great scrapyard in the sky. I doubt I'll see so many of these late-model four-doors together again, until perhaps the next National Convention.

My other surprise was how few Giuliettas and Giulia Spiders there were. Between the judged classes and the "show and shine," I doubt that I saw five Giulietta or Giulia Spiders total. They may be rare simply because they rust so easily, and the salted roads of the East have taken their toll. Another possibility is that as these models have increased in value, collectors have bought them and put them into storage as a part of larger collections, and the cars are rarely used.

There were, however, nearly a dozen "roundtail" 1967 and 1969 Spiders, all presented very nicely. There were also quite a few GTVs, from 1,300-cc Juniors to 2-liter 4-headlight cars.

SCMers brought out some heavy iron. Richard Ballantine was there with his one-off Giulietta SVZ, George Petzold showed his TZ-1, and Lawrence Auriana presented his Monza and Stradale. Jim Taylor's light blue 6C 2500 Pinin Farina was breathtaking.

[Redline Restorations](#), located in Black Rock, CT, brought two 6C 2500 SSs that were simply stunning.

A half-dozen new 4Cs were on display, including a yellow spider. This was a welcome reminder that Alfa is back in business in the U.S. and that we can expect more glorious machines in the future.

SCM Editor at Large Donald Osborne was the speaker at the gala on Saturday night. AROC President Cindy Banzer commented that Osborne did a wonderful job, with just the right blend of thoughtfulness and humor. I helped with the judging on Saturday. Afterward, as I drove away from the convention, I reflected on how many friendships I have made being an Alfa addict, and how much the experiences have enriched my life. Here are a few shots from the convention:

Prepping before the show.



Jim Taylor's 6C 2500 Cabriolet



One of a dozen 4C's on display – not all red too



Redline's 6C 2500 SS



More Recent Events: Alfa National Convention 2015

Delmas and Jason Francis of Alfa Romero LLC (our guest speaker from Alfa/Detroit)



More Recent Events: Alfa National Convention 2015

Here is Polly Greene (with Delmas) getting an award and John Rady receiving his door prize



The results of the concour held at the convention are as follows:

Jay Maveety of Asheville won the 4C Class

Note: Jay also won the Quadrifogilo Award (most participation) and he drove his 4c in all the events and won most of them

Delmas' red Montreal was sadly not ready to show this year. I am sure it will be strong competition next year should he decide to take it.

More Recent Events: Alfa National Convention 2015 – Delmas' Photos

George Pezold's TZ, Areiana's Stradale and 8c 2300 plus a Yellow 4c Spider in the background.



Richard Ballentine's recently restored SVZ. The last one built by Zagato. Ruggero are you taking notes?



Up Coming Events:

The Mirror Lake Car Show and Concour October 16th-18th in Down Town Lakeland, FL. Join us helping support the Winter Haven Alfa/Fiat Dealer at the Mirror Lake car show. Lakeland is close enough to drive over for the day and drive home but we plan to reserve a block of Hotel rooms close to down town and invite all to a wine and cheese event around the pool the evening before the show and a group dinner together at a great local place.



With over 35,000 people attending, the Concour de Elegance located around the lake will host 125 cars fast becoming the prelude show to Amelia Island, with over 600 cars in the open car event located in the downtown streets. Cars are grouped by class and make on the streets with every vehicle imaginable.



Future Dates for the Festival of Speed:

Ritz-Carlton Orlando – Sunday December 6th 2015

Omni Amelia Island – Saturday March 12th 2016

Vinoy Park – St Petersburg – Sunday April 3rd 2016

Let us know if you plan to attend any of these events!

Up Coming Events

July 2015 Events

Sarasota Café Racers – Wednesdays, July 1st and 15th, 11:30AM – Harmon Heed

Sarasota Cars & Coffee – July 4th, 8-10AM – Sarasota Porsche on the Trail

No FAC Business Meeting this Month

Tampa Bay Café Racers – July 8th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

DuPont Cars & Coffee on July 18th, 7-9 AM

Tampa Bay Café Racers – July 22nd, 11:30 AM – Backcourt Café on Ulmerton – Frank Mann

August 2015 Events

Sarasota Cars & Coffee – August 1st, 8-10AM – Sarasota Porsche on the Trail

Sarasota Café Racers – Wednesdays, August 5th and 19th, 11:30AM – Harmon Heed

No FAC Business Meeting this Month

Tampa Bay Café Racers – August 12th, 11:30 – Backcourt Café on Ulmerton – Frank Mann

DuPont Cars & Coffee on August 15th, 7-9AM

Tampa Bay Café Racers – August 26th, 11:30-Backcourt Café on Ulmerton – Frank Mann

September 2015 Events

Sarasota Café Racers – Wednesdays, September 2nd and 16th, 11:30AM – Harmon Heed

Sarasota Cars & Coffee – September 5th, 8-10AM – Sarasota Porsche on the Trail

Tampa Bay Café Racers – September 9th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

Alfa Tech Session (tentative) – September 13th – at the Delmas/Polly Greene's Home - Delmas

Club Business Mtg. on September 17th, at 6:30PM at Taziki's Café on Ulmerton

DuPont Cars & Coffee on September 19th, 7-9 AM

Tampa Bay Café Racers – September 23rd, 11:30 AM – Backcourt Café on Ulmerton – Frank Mann

October 2015 Events:

Celebration Car Show – October 2nd-3rd, Orlando

Sarasota Cars & Coffee – October 3rd, 8-10AM – Sarasota Porsche on the Trail

Sarasota Café Racers – Wednesdays, October 7th and 24th, 11:30AM – Harmon Heed

Tampa Bay Café Racers – October 14th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

Club Business Mtg. on October 15th, 6:30PM at Taziki's Café on Ulmerton

More Upcoming Events:

October 2015 Events Continued:

Mirror Lake Car Show on October 16th-17th, in Lakeland – Frank Mann

DuPont Cars & Coffee on October 17th, 7-9 AM

Tampa Bay Café Racers – October 28th, 11:30 AM – Backcourt Café on Ulmerton – Frank Mann

November 2015 Events:

Sarasota Café Racers – Wednesdays, November 4th and 18th, 11:30AM – Harmon Heed

Sarasota Cars & Coffee – November 7th, 8-10AM – Sarasota Porsche on the Trail

St Petersburg Yacht Club Car Show – Sunday, November 8th

Tampa Bay Café Racers – November 11th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

Annual Ft DeSoto Picnic and Car Show – November 15th, - Harmon Heed

Club Business Mtg. on November 19th, 6:30PM at Taziki's Café on Ulmerton -

DuPont Cars & Coffee on November 21st, 7-9 AM

Tampa Bay Café Racers – November 25th, 11:30 AM – Backcourt Café on Ulmerton – Frank Mann

December 2015 Events:

Sarasota Café Racers – Wednesdays, December 2nd and 16th, 11:30AM – Harmon Heed

Club Annual Christmas Holiday Luncheon – December 5th, 11:30AM – Alfanos – Polly Greene

Sarasota Cars & Coffee – December 5th, 8-10AM – Sarasota Porsche on the Trail

Tampa Bay Café Racers – December 9th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

DuPont Cars & Coffee on December 19th, 7-9 AM

Tampa Bay Café Racers – December 23rd, 11:30 AM – Backcourt Café on Ulmerton – Frank Mann

January 2016 Event:

Sarasota Cars & Coffee – January 2nd, 8-10AM – Sarasota Porsche on the Trail

Sarasota Café Racers – Wednesdays, January 6th and 20th, 11:30AM – Harmon Heed

Tampa Bay Café Racers – January 13th, 11:30AM – Backcourt Café on Ulmerton – Frank Mann

DuPont Cars & Coffee on January 16th, 7-9 AM

Sarasota Polo – (Date Tentative) on January – Robert Scott

Tampa Bay Café Racers – January 27, 11:30 AM – Backcourt Café on Ulmerton

Cars for Sale:



This Month's Cars for Sale:

Charlie Puffer has for sale a 1984 Alpha Romeo Spider.

The car has 44,560 original miles. I put a new cloth top on it 20 years ago and had the engine redone 700 miles ago when I shipped it to Bradenton in 2006. The car is a misty green (Topaz) with blue leather interior. It has always been garaged. I am offering it at \$13,000. You can contact Charlie at charpuf@gmail.com or directly by phone at 860-377-3698.



More Cars for Sale:

We were recently contacted by an Alfa enthusiast, George Hsu who has a 1974 Alfa GTV for sale. He has owned the car since new and driven it sporadically over the years. It has roughly 75K original miles and the photo of the engine bay looks very clean suggesting a low mileage original condition car. The car is located on Sea Island Georgia and can be seen for inspection by contacting George directly via email at jnthsu@aol.com. George is accepting offers for the car but would prefer it be sold to an Alfa enthusiasts who will enjoy it and take care of it as he has for the last 40 years. Sea Island is not that far from most of us and a wonderful place to spend some time over a long weekend as well as you check out George's beautiful GTV.



More Cars for Sale:

Here is a very clean and original 1974 GTV for sale by the son a long time Alfa Club member who passed away. Several of our members know this car from events here in Florida. We believe the son lives in Palm Harbor but the car resides in Pensacola. For a quick sale he is asking \$15,000.00 for the car. Here is your chance to own a very clean Alfa at below the entry price.

Contact Kees Barfield for more information at 813-843-3236.



More Cars for Sale:

**1966 ALFA ROMEO GIULIA SS SPRINT SPECIALE 1600
AZURE BLUE COLLECTOR QUALITY**

After seeing that photo of Carla and Ruggero on their wedding day standing next to their brand new Alfa Sprint Speciale hanging on the wall of his garage last week at the Pizza & SIM racing event, I am convinced Ruggero is the only person for this car.

Located on the east coast of Florida up for auction on eBay. After speaking to the dealer he is asking \$125,000.00 for this beauty but I suspect he may be willing to take less. You can see more details using this link below.

http://www.ebay.com/itm/251961271157?_trksid=p2055119.m1438.l2661&ssPageName=STRK%3AMEBIDX%3AIT





More Cars for Sale:

If the price of the totally restored Alfa SS above is too much for your budget how about a project of your own? Here is an Alfa Sprint Speciale that was found under a tree in south Georgia that recently sold on eBay for \$38K as a project car. Why can't I find one of these in my backyard? Think about the price this one sold for when you balk at the over \$100K price of the one above.



More Cars for Sale:

I have a friend who has a 1959 Alpha Romeo Giulietta Spider that will soon be coming up for sale. The owner has asked me to assist her with the vehicle sale. It was raced on the SCCA circuit in the early 70's and is still in the original race trim. I would like to make contact with anyone from the club who might have an interest in an older Alpha Romeo with a racing history. The car is located in East North Carolina.

Please contact Myron Foor at mcfoor@suddenlink.net for more information directly



More Cars for Sale: A 1974 Alfa Spider for sale.

I am the original owner. The odometer currently reads 123,186, original miles. The car has its original engine, transmission, and all its original major parts. I bought the car new in Los Angeles in early 1975 from Hollywood Auto Imports. The car has always been garaged. It has never been raced, or abused in any way. I have had the car repainted twice, and both seats reupholstered in black vinyl. The top was recently replaced, and is in excellent condition. The car has its original SPICA mechanical fuel injection. The only mechanical modification has been the installation of solid state ignition. The car is completely rust-free.

To bring this car up to show condition, the following items need to be addressed:

1. There is a crack in the dash. This can be fixed by installing a thin cover (cost \$79.75), or by completely replacing the dash (cost \$519).
2. All four wheels should be repainted.
3. There is a very small chip in the paint on the right rear deck which should be filled in.
4. The driver's visor needs to be reinstalled. I have the parts.
5. The engine compartment should be detailed.

I have detailed photographs of these areas that need attention. The tires are Bridgestone B420 P185/70R14, and are in excellent condition. The car has a clear Georgia title, and is currently garaged in Atlanta. I would like \$15,000 for this Alfa Romeo Spider. Please contact me with any questions you may have. **W. N. Jones 404-931-8472**



More Car Parts for Sale:

I was researching placing classified ads for Alfa Parts I have when I found out about your group. I live in North Fort Myers, FL about 2 hours south of you.

I have a '91 Alfa Spider Veloce, not in running condition that I intend to either part out or sell- either as a parts car or to someone with the time and expertise to refurbish. Sale of parts or the entire car is negotiable. I also have a full exhaust system on the shelf for the car that was never installed- catalytic converter, center section and rear, original parts, sold by IAP. Entire system can be had for \$600. Please feel free to email me or call me at 239-652-0026 if you or someone in your group is interested or cborgster@gmail.com

More Business: Advertisers & Recommended Shops

If you know of a body or paint shop, dealer or service provider that you would recommend and would like to share with the rest of the Alfa Romeo World, this space is available for them to advertise at very reasonable rates. As owners of vintage Alfa Romeos we all have stories of the car that went in for a paint job only to be left sitting endlessly and eventually held for hostage, or the mechanical shop that caused more oil leaks than the car came in with. Send us your list of shops that you are proud to recommend to other Alfa owners and help us spread the word.

With the upcoming introduction of the new Alfa 4C and the fleet of Alfas to follow it, many of our local Fiat-Alfa Dealers are gearing up for the new 4C's introduction. The Florida Alfa Club has offered to help promote these 4C introduction events by bringing several of our Vintage Alfa for display during the dealer's events. If you have an Alfa-Fiat dealer near you that would like us to participate as well by bringing our cars to their kickoff events, please ask them to contact us here for scheduling. Also mention to the dealer in your area that advertising here reaches a targeted market of Alfa Romeo enthusiasts already sold on the brand and a valuable source for potential future Alfa customers.

If you are organizing a car show or an event and you would like the Florida Alfa Club to participate in your event by either bringing out several unique and pristine vintage Alfa Romeo's for display at the car show, or our membership to participate in a charity drive and/or similar event, feel free to contact us here. You can also advertise your event here as well. Contact us directly on how to do that and for a list of reasonable rates

More Business: Advertisers:



WINTER HAVEN

190 Ave K SW • Winter Haven, FL 33880

Jon Mospaw
Sales

Direct: 863-837-3135
Phone: 863-595-2135
Fax: 863-595-2172
Jon@FIATofWinterHaven.com
FIATofWinterHaven.com
facebook.com/fiatoofwinterhaven

Contact the FAC for Dealer Recommendations and Club Membership: www.floridaalfaclub.org

Join us for the Mirror Lake Classic Car show in Lakeland later this year October 16th-17th and bring out your classic Alfa to add to Winter Haven Alfa/Fiat's tent and display



Alfa Romeo 4C

We Support the Alfa Romeo Club of Florida

Fiat 500 1957 Edition

WINTER HAVEN

Behind Lowes

Located at 190 Ave. K SW
Winter Haven, FL 33880
(855) 664-2836
FIATofWinterHaven.com

Fiat 500L Trekking

Shops of Interests to Vintage Car Owners in the Area

This month's Focus: Consider using the BAT web site (Bring A Trailer) when selling your Alfa

Many of you may be familiar with the car web site BAT, well known for its open and frank discussion about various cars for sale. They now offer an Auction function for selling your car that is proving to be very successful and generating good sales Dollars for the sellers. Here is an example of an Alfa GTV with some serious needs (a relative term) that sold for \$10,800.00 recently on BAT with no reserve.



Special Focus Continued: Bring a Trailer Auctions

Here are some comments from the Alfa GTV seller on how the auction went for him.

First off, listing my vehicle was very easy. I emailed BaT pictures, a brief history, and a description of my car's current condition. I initially planned to include a reserve price, but at the advice of BaT, listed it with no reserve. After the auction went live, there were additional questions that I answered by email or by posting replies, and by sending BaT additional pictures, which they always posted within an hour. The auction went very well and the winning bid was well over the reserve I planned to set, so I was happy I took BaT's advice on that.

I sent the buyer a scanned copy of the title and he deposited the payment to my account within two days. I then FedExed the signed title the next day. The buyer was located about 400 miles away, so he arranged for a trailer to come pick up the car, which took a couple of weeks but went smoothly.

All in all, it's hard to imagine how it could have gone better. Thanks, BaT!

If you have a car for sale, either an unfinished project like this one or a fully restored beautiful car, I would strongly recommend you consider using the BAT Auction and web site if and when you decide to sell your car. Many of the regular viewers of BAT are extremely knowledgeable and in general are a focused market for Alfa enthusiasts worldwide.

The web site is also a good place to find cars if you are a buyer, but be warned – the minute someone posts a car on the BAT web site (you cannot post your own car) – interest in that car goes viral. Ebay sellers have commented that the number of responses and questions about their cars for sale went through the roof as soon as someone posted their car on the BAT web site. It is usually not until one of the callers tells the seller that they saw their car on BAT that the seller understands what has happened and why his phone is ringing off the hook.

It is actually so bad that when I find a nice car on the internet that I am interested in, I hope like crazy that no one else sees it of course, but also I hope no one posts it on BAT. The minute it gets posted on BAT I am instantly competing with hundreds more people for the car driving the price well above what made me interested in the first place.

The rules of the BAT auction have more teeth than those of an eBay auction, as anyone who has sold a car on eBay only to see the sale fall through will tell you. The ugly truth is an eBay auction is not binding but more of a classified ad and the buyer can simply change his mind at the last minute which sadly happens a lot. The BAT auction rules make it a binding sale for both parties. You cannot list your car with any other auction at the same time as BAT as well as a result.

If you have a project car or a fully restored one that you would like to sell and get top dollar for – try the Bring A Trailer Auctions. Let us know your results and how the process went for you as well.

Regards,

Frank Mann

President of Florida Alfa Club & Newsletter Editor

PH: 727-254-9723

fmann1@tampabay.rr.com