



Ohio Valley Alfa Romeo Owners Club



January 2024

ALFETISH

This is the first monthly letter of 2024 and I wish you all a very Happy, Healthy and Successful New Year. I believe the best years are still in front of us so, let's go for them.

Thanks to all who have renewed your membership in the past 30 days, and thanks to the ones who have joined and/or re-joined the Club. We appreciate it very much. We now have 75 members, an impressive growth of 25% since March 2023 when we had 60 members. We will continue to grow, and our participation will be excellent.

We ended 2023 with an extraordinary and wonderful Christmas Dinner and 50th Anniversary Celebration. What an amazing night. It was very nice to see 40 friends, from the Cincinnati area, from other towns in Ohio and from other states, all together sharing and enjoying each other. It was great to see Steve Schwartz, one of the Club's founder members, during the dinner reading the first Alfetish letter from 50 years ago. Amazing. Thanks to all for attending the dinner and thanks for participating in the fundraising event. Thanks to European Auto Specialists and to Jake Sweeney Alfa Romeo for donating the six prizes and the hats. We were able to raise an important \$1,190 which will be used to fund some of our 2024 events.



For 2024, we have planned one get together and/or one driving tour every month of the year from February on. Please keep an eye on the Club's Calendar Event which is part of this monthly letter for information and details on all the events. The calendar shows our events for the next six months so, plenty of time to book your calendars and participate. As always, the participation and attendance from you guys at the events is much appreciated and that will make these events a success.

Changing gears, as an update on Alfa Romeo sales in the U.S., not good news. 2023 was the lowest sales year since the comeback in 2016. Although a good Q4-2023 quarter with +9% sales vs. Q4-2022, only 10,989 Alfa Romeos were sold in the U.S. in 2023 which represent a 15% lost ground for the year. Tonale sold less than Stelvio which was not the plan. I firmly believe that our showings at the Cars & Coffees and at the Cincinnati Concours d'Elegance displaying these great cars of all ages is a minimum of marketing that we all can do to help here. Let's do it!

Model	Q4 Sales		Vol % Change	CYTD Sales		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
Giulia	767	1,430	-46%	3,461	5,092	-32%
Alfa 4C	0	0		1	1	0%
Stelvio	1,308	1,601	-18%	5,340	7,752	-31%
Tonale	1,233	0	New	2,096	0	New
ALFA ROMEO	3,308	3,031	9%	10,898	12,845	-15%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Yr
2014	0	0	0	0	0	0	0	0	0	0	0	67	67
2015	97	47	73	38	40	25	48	75	54	65	44	57	663
2016	67	49	53	60	44	36	43	37	41	23	23	52	528
2017	108	443	555	677	919	1,017	1,225	1,140	1,268	1,205	1,440	2,034	12,031
2018	1,648	1,568	2,576	1,847	2,377	2,249	2,016	2,240	1,639	1,737	1,957	1,946	23,800
2019	1,150	1,362	1,774	1,584	1,572	1,595	1,418	1,588	1,304	1,629	1,689	1,629	18,294
2020	1,202	1,557	943	672	1,494	1,569	1,773	1,576	1,707	1,707	2,055	1,688	17,943
2021	1,487	1,487	1,673	1,695	1,629	1,695	1,529	1,472	1,529	1,529	1,352	1,352	18,429
2022	1,052	1,052	1,184	1,054	1,015	1,015	1,132	1,175	1,132	1,011	970	1,051	12,843
2023	786	755	849	780	750	780	926	1,000	967	3,305			10,898

CALENDAR OF ACTIVITIES FOR THE NEXT SIX MONTHS Please Mark and Book Your Calendars!

Jan 2024	Feb 2024	Mar 2024	April 2024	May 2024	June 2024
Recharging our batteries!	Get Together and Dinner at Vinoklet Winery & Restaurant on Saturday 2/10/24 at 6pm	Driving Tour and visit the Packard Museum and the British Transportation Museum in Dayton, OH on Saturday 3/23/24 at 10am	The 11th annual Spring Classic Driving Tour by the Classic Motoring Society. On Saturday 4/20/24 at 10am.	Monthly Saturday 5/11/24 at 9am Get Together at the USB C&C and brunch at Frisch's Big Boy.	Monthly Saturday 6/08/24 at 9am Get Together at the USB C&C and brunch at Frisch's Big Boy.

1. February 2024. The first monthly event of the year. A get together and cook your own steak dinner at **Vinoklet Winery on Saturday 2/10/24 at 6pm**. We will meet at the restaurant at 6pm. The address is 11069 Colerain Rd., Cincinnati, OH 45252 (phone # 513-385-9309). **PLEASE CALL EITHER ME OR BOB SANTORO OR SEND US AN EMAIL TO CONFIRM YOUR ATTENDANCE**. We need to know the final count by 01/31/2024 so Bob can secure a reservation, the tables and the grill space for the dinner.
2. March 2024. The second monthly event of the year. A driving tour and visit to both the Packard Museum and the British Transportation Museum in Dayton on Saturday 3/23/24. We will depart from Panera parking lot in Liberty Town at 10am sharp and we will drive to Dayton, OH. We will have a quick lunch during the trip. More details will come next month.
3. I have been in contact with Kurt Niemeyer and I have asked him to please count on the OVAROC as attendees to his scheduled Driving Tours by the Classic Motoring Society. On April 20, 2024 the 11th annual Spring Classic Driving Tour event is being scheduled. We will be able to participate in and support dozens of different charities via the good works of dozens of car clubs. Mark your calendar and read the future monthly letters for the online registration and more details.
4. From May 2024 on, the usual monthly USC C&C where we normally get together on the second Saturdays of the months at 9am. Then, at 10:30am, we will drive across the street to Frisch's Big Boy at 12150 Mason Montgomery, Cincinnati, OH 45249, for our monthly Brunch. I am in contact with the President and previous President of the Ohio Chapter of the Ferrari Club of America, as well as with the Vice-President of the Ohio Porsche Owners Club in order to organize a joint event with them and the OVAROC during one of these monthly USC C&C and OVAROC Get Together. Let's see if I can materialize that.
5. The Theme for the Cincinnati Concours d' Elegance next year is "La Dolce Vita – Celebrating Italian Style", which will feature all makes and models of Italian cars and likely will include a display of non-Italian makes with Italian designed coachwork. The OVAROC will be present in one of the Car Clubs Lots as we did last year in June 2023. We will have 20 tickets for the Concourse for the first 20 members who ask for them.

Please remember to look at your AROC membership expiration dates and if possible, renew your membership.

Also, the OVAROC Web Page is now alive and active. It is part of the AROC-USA Web Site, and it can be reached via <https://www.aroc-usa.org/oh-17-ovaroc/>. We will share on that web page information, news, announcements and this monthly letter will be published there.

Roberto E. Tomodo at phone 513-780-7228 and my email address is: rtomodo2020@gmail.com