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Alfa Romeo 4C and 4C Spider Add More Personalization Options for 2016, Further Amplifying the Groundbreaking Theme of Advanced Technology, Race-inspired Performance and Seductive Italian Style

- New for 2016, Alfa Romeo is offering even more carbon fiber:
 - All-new carbon fiber halo offering elevates the 4C Spider's technical look, while hinting at its exclusive carbon-fiber monocoque chassis
 - All-new Carbon Fiber Trim Package further proliferates 4C and 4C Spider's use of carbon fiber on interior vents, instrument cluster surround and instrument panel and shift bezels
- Bespoke Italian style: A new premium leather interior with Tobacco and Black sport seats paired with a Black leather interior with Tobacco accent stitching is now available
- All-new Akrapovič dual-mode electronically controlled exhaust system features dual, center-mounted tips with carbon fiber surround and signature Alfa Romeo resonant sound (late availability)
- New Alpine premium audio system is now standard on 2016 Alfa Romeo 4C, providing multiple connectivity and media options with easier-to-use functionality
- New standard premium speakers on 4C Coupe and 4C Spider
- New standard lockable console and leather storage on 4C Coupe
- New standard uplevel alarm system on 4C Spider
- Alfa Romeo 4C and 4C Spider's mid-engine proportions draw from more than
- 100 years of seductive and functional Italian design heritage
- Ultralight carbon fiber monocoque and aluminum chassis structures afford 4C and 4C Spider an incredible power-to-weight ratio, weighing under 2,500 pounds (lbs)
- Race-inspired performance: 0-60 miles per hour (mph) in 4.1 seconds thanks to an all-aluminum 1750 direct-injection, intercooled, turbocharged engine paired to the blistering fast Alfa TCT (twin-clutch transmission) and Alfa DNA selector with four adjustable drive modes
- Excellence handcrafted in Modena, Italy: 4C and 4C Spider combine the performance engineering of Alfa Romeo and the craftsmanship of Maserati
- 2016 Alfa Romeo 4C and 4C Spider models arriving now at U.S. and Canadian dealerships

January 15, 2016, Auburn Hills, Mich. - Spearheading the Italian marque's North American renaissance, the 2016 Alfa Romeo 4C and 4C Spider offer driving enthusiasts a technical, mid-engine design inspired by the brand's legendary racing history and represent the essential sportiness embedded in the brand's DNA: handcrafted in Modena, Italy; groundbreaking and seductive Italian style; state-of-the-art Formula 1 inspired carbon fiber monocoque chassis that enables an incredible power-to-weight ratio; advanced technologies, including the all-aluminum 1750 turbocharged and intercooled engine with direct-injection and dual variable-valve timing, which enables supercar-level performance, including 0-60 mph in 4.1 seconds.

New personalization options and enhancements for 2016

Adding excitement to the 2016 lineup, Alfa Romeo is offering even more personalization options, which amplify the 4C and 4C Spider's advanced technology, race-inspired performance and seductive Italian style.

Further highlighting Alfa Romeo's use of state-of-the-art carbon fiber technology, the all-new carbon fiber halo offering elevates the 4C Spider's technical look, while highlighting its exclusive carbon-fiber monocoque chassis and windshield frame. For an added touch of exclusivity and technology, a new Carbon Fiber Trim Package available on 4C Coupe and 4C Spider appoints the use of the lightweight material on the instrument panel and shift bezels, instrument cluster surround and vent surrounds.

For a bespoke look that emphasizes the 4C and 4C Spider's Italian style, Alfa Romeo is now offering a premium leather interior with Tobacco and Black sport seats paired with a Black leather interior detailed with Tobacco accent stitching.

Introduced on the 4C Spider, and now standard for 2016 on the Alfa Romeo 4C Coupe, a new Alpine premium audio system is designed for audiophiles, and provides premium sound quality, easier-to-use functionality and multiple connectivity and media options, including handsfree Bluetooth phone, Bluetooth streaming, USB port, iPod interface and CD/MP3 capabilities. In addition, the Alpine radio provides access to HD radio and SiriusXM Radio for a high-definition broadcast audio experience. Premium speakers are also standard on the 4C Coupe and 4C Spider for 2016.

All-new Akrapovi? dual-mode titanium exhaust system

From the 4C Spider Concept to production, the 2016 Alfa Romeo 4C and 4C Spider will offer hardcore motorsport enthusiasts an all-new Akrapovi? dual-mode exhaust system with Alfa Romeo's signature resonant sound.

Developed in cooperation with the racing exhaust experts at Akrapovi?, this beautifully crafted dual-mode titanium exhaust system consists of computer-optimized asymmetrical mufflers and a link pipe with resonator. For a technical look that emphasizes 4C and 4C Spider's lightweight design, a carbon fiber bezel surrounds the Akrapovi? center-mounted dual exhaust tips.

The Akrapovi? dual-mode exhaust system is directly linked to the four Alfa DNA selector drive modes, providing maximum Alfa Romeo sound in Dynamic and Race modes, and providing a quieter motoring experience in Natural and All-weather modes.

"4C" and the Legacy of Alfa Romeo

The Alfa Romeo 4C Spider name is reminiscent of the brand's great sporting tradition. The acronyms 8C and 6C in the 1930s and 1940s distinguished racing and road cars fitted with powerful eight- and six-cylinder engines. Alfa Romeo 4C and 4C Spider model's alphanumeric designation is a return to "the great Alfa Romeos" and continues this tradition with the innovative all-aluminum 1750 turbocharged, intercooled, direct injection, four-cylinder engine, delivering an impressive 136 horsepower per liter.

The 4C and 4C Spider draw from a bloodline that includes some of the most purpose-built performance models, which illustrate lightness and efficiency with undeniable Alfa Romeo style – the aluminum-bodied 8C 2900 B Touring (1938); the 1900 C52 "Flying Saucer" (1952), which could exceed 140 mph (230 kph); and most notably the legendary 33 Stradale (1967), with its mid-engine and magnesium alloy and steel tube chassis "clothed" by groundbreaking styling, which is functional and distinctly Italian.

Furthermore, with seating for two, panoramic views, plus the soundtrack of an Italian performance-tuned engine and exhaust, Spiders are among the most exhilarating experiences in motoring – and the 4C Spider further represents the very core of Alfa Romeo's DNA and heritage.

Groundbreaking and seductive Italian style

Continuing the groundbreaking theme of technology, performance and Italian style, the Alfa Romeo 4C and 4C Spider build upon the brand's journey, which was embarked upon with the 8C Competizione (2008), 8C Spider (2009), 4C (2015), and most recently, the 4C Spider Concept (2014).

Inspired by the historic 33 Stradale, the Alfa Romeo 4C and 4C Spider transcend this legendary racecar's mid-engine body forms and follow its purposeful and lightweight performance tradition with sheet-molded compound (SMC) composite panels forming its seductive Italian design, and "clothing" its state-of-the-art carbon fiber monocoque chassis and all-aluminum 1750 turbocharged, direct-injected engine.

Covering the “beating heart” of this Italian supercar is a vented deck lid with glass (4C), or a deck lid with three functional heat extractors (4C Spider). And it’s from the 4C and 4C Spider’s “beating heart” where every other design element starts. Unique to the 4C Spider, two muscular forms straddle the rear hood and elevate the body above the cockpit’s beltline for visual strength and foundation for the Black or available carbon fiber “halo.” At the rear, both 4C and 4C Spider models feature a fascia and round rear LED illuminated tail lamps that blend into the muscular rear wings for a powerful stance, while stylistically incorporating large functional air intakes to cool the engine. Below, dual exhausts are mounted at the corners and highlight the 4C and 4C Spider’s supercar stance. Inspired by the 4C Spider Concept, an all-new Akrapovič dual-mode center-mounted performance exhaust system with carbon fiber bezel surround is now available on the 4C and 4C Spider for an even more athletic look.

On each side of the 4C and 4C Spider, the sculpted air intakes create a muscular and dynamic form that lead elegantly into the headlamps. Unique to the 4C Spider, a carbon fiber windshield frame that promotes strength and lightness also provides the attachment points for the removable, stowable cloth roof.

Leading from the 4C and 4C Spider’s windshield and down the hood are two muscular hood forms, which naturally conclude at the signature Alfa Romeo shield-shaped grille and emblem. Together with the two side air intakes designed in the front fascia, the character lines form the famous “Trilobo” within which the iconic logo is placed – a significant facet of Alfa Romeo’s distinctive design.

Performance-focused cockpit

The Alfa Romeo 4C and 4C Spider’s cockpit is inspired from racing; purpose built with only the essential driving components stylistically integrated.

The Alfa Romeo 4C and 4C Spider feature two composite-framed sport seats, with standard leather on the Spider, and an exposed carbon fiber monocoque that exemplifies its race-inspired technologies. Furthermore, a driver-oriented cockpit featuring a flat-bottom, leather performance steering wheel with paddle-shifters and aluminum pedals speak to the brand’s racing spirit. For an upscale look, the fully wrapped premium-leather interior with accent stitching is standard on the Alfa Romeo 4C Spider.

For an added touch of exclusivity and technology, unique carbon fiber vent surrounds and other carbon fiber trim pieces are available as part of a new Carbon Fiber Trim Package. Highlighting the use of advanced technology is a 7-inch full-color driver information display (DID) cluster, which displays vehicle information through high-impact graphics to keep the driver focused on the road, or track, ahead.

A vivid array of colors, materials and design details

Adding to the excitement of owning an Alfa Romeo 4C and 4C Spider are the personalization options that each client can select.

Up to seven exterior colors are available and include: Rosso Alfa (Red), Black, White, Basalt Gray Metallic, Rosso Competizione Tri-coat (Red), Madreperla White Tri-coat, and exclusive to the 4C Spider, Giallo Prototipo (Yellow).

In addition to premium Black cloth with Red accent stitching standard on the 4C, six premium leather interior combinations are available on 4C and 4C Spider, which include two seat material choices: Black leather with Red accent stitching, Red leather with Black accent stitching, new Black leather with Giallo accent stitching (exclusive to 4C Spider), and, Black racing leather seats with microfiber inserts with Red or Yellow accent stitching.

For a custom look, and all new to the 4C and 4C Spider lineup, a contrasting Tobacco leather seat accompanied with a Black leather interior accented with Tobacco stitching is now available.

Eight wheel designs are available for the Alfa Romeo 4C and 4C Spider lineup. An Alfa Romeo 4C-specific staggered fitting 17 x 7.0-inch (front) and 18 x 8.0-inch (rear) alloy wheel design is available in Silver or Matte Black finish on the 4C Coupe.

Alfa Romeo 4C Spider-specific designs include a 17 x 7.0-inch (front) and 18 x 8.0-inch (rear) alloy wheel design in Silver or Dark Gray finish. For added style and performance, larger “fan-spoke” 18 x 7.0-inch (front) and wider 19 x 8.5-inch (rear) forged wheels in Silver or Dark Gray finish are also available.

And like the 4C, the signature “five-hole” design wheels in 18 x 7.0-inch (front) and 19 x 8.5-inch (rear) in Silver or Dark Gray are also available on 4C Spider.

Completing the exterior appearance are four brake caliper color choices, including Silver (standard) or the availability of Red, Yellow, or Black.

Mid-engine layout with a unique set of technological solutions

Thanks to its mid-engine layout, advanced technology and compact size, the Alfa Romeo 4C and 4C Spider demonstrate precision, agility and performance credentials with a top speed of 160 miles per hour (mph), 0-to-60 mph in 4.1 seconds, 1.1 g of lateral acceleration and 1.25 g of maximum braking deceleration.

Delivering the ultra-lightweight architecture needed for maximum performance and dynamic efficiency, Alfa Romeo engineers looked to Formula 1 and only the most advanced supercars for state-of-the-art materials. The result is a monocoque chassis made entirely of unidirectional, “pre-preg” carbon fiber layers that are hand-laid for extraordinary stiffness and strength. At 236 pounds, the highly exotic carbon fiber monocoque chassis delivers a material performance that is three-times stronger and seven-times lighter than steel. Completing the competition-grade architecture are front- and rear-chassis structures and an engine-mounting frame made from lightweight aluminum.

Thanks to the monocoque's inherent rigidity, Alfa Romeo engineers were able to minimize structural differences between the 4C Spider and 4C, resulting in a weight of only 2,487 pounds for the 4C Spider – an increase of only 22 pounds over the 4C Coupe. For a technical look, header strength and low center of gravity, the 4C Spider features a unidirectional carbon fiber windshield frame that is adhered and bolted to the monocoque chassis. In addition, a specially contoured aluminum roll bar (underneath the Black or carbon fiber “halo”) provides mounting points for the new rear deck lid, while unique upper body brackets and a high-strength steel engine compartment crossbeam maximize torsional rigidity.

Alfa Romeo engineers continued the use of state-of-the-art materials by creating the bodywork entirely of sheet-molded compound (SMC), a low-density, high-strength composite material that is 20 percent lighter and dimensionally more rigid than steel. Engineers even optimized the Alfa Romeo 4C and 4C Spider's windshield and side windows by using 10 percent thinner glass to reduce weight by up to 15 percent.

Finally, two sport seats feature a carbon fiber and fiberglass reinforced-composite structure to deliver the strength and seating position needed for performance driving.

The heart and soul — the all-aluminum 1750 turbocharged engine with direct injection

The engine is the “beating heart” of any Alfa Romeo, and for the 4C and 4C Spider, they beat to an innovative, all-aluminum 1750 turbocharged and intercooled engine with dual (intake and exhaust) continuous variable-valve timing that delivers 237 horsepower – or an impressive 136 horsepower per liter.

To ensure exceptional performance and drivability on the racetrack or city streets, the 1750 turbocharged engine features cutting-edge technologies. High-pressure direct-injection (2,900 psi / 200 bar) with multi-hole fuel injectors provide a more even spray. To increase performance, while reducing oil consumption and emissions, the cylinder head inlet ducts have an optimized design, while cylinder liners are made from thin cast-iron. The addition of an electric thermostat helps the 1750 turbocharged engine reduce warm-up times and tailpipe emissions. Minimizing vibration at higher engine speeds, the engine's crankshaft features eight counterweights. Last, intake and exhaust systems are optimized for Alfa Romeo 4C and 4C Spider's mid-engine layout.

A new generation turbocharger features a pulse-converter exhaust manifold to exploit pressure waves and boost torque at low-engine speeds. A wastegate valve adjusts turbo pressure and improves the engine's efficiency. Advanced turbo technology enables the Alfa Romeo 4C and 4C Spider to maximize torque at low engine speeds and deliver more response to driver input by increasing combustion efficiency and turbine speed, all while eliminating turbo lag. As a result, torque delivery is instantaneous, with a peak of 258 lb.-ft. (350 N•m) of torque; 80 percent of which is available at only 1,700 rpm.

Both Alfa Romeo 4C and 4C Spider models are available with three different exhaust systems: the standard exhaust system, a racing exhaust system and the all-new Akrapovi? dual-mode titanium exhaust system with center-mounted tips (late availability). Both the standard and racing exhaust systems are similar in design, yet the optional racing

exhaust removes the muffler, and instead integrates a uniquely designed asymmetric Y-shape system after the catalyst. For added style, the racing exhaust system features integrated dual concentric exhaust tips.

Developed in cooperation with the racing exhaust experts at Akrapovič, this beautifully crafted dual-mode titanium exhaust system consists of two center-mounted tailpipes and computer-optimized asymmetrical mufflers with a link pipe with resonator to eliminate in-cabin droning. For a technical look, a carbon fiber bezel surrounds the Akrapovič center-mounted exhaust tips.

Advanced technological solutions: Alfa TCT twin-clutch and Alfa DNA selector technologies further make the 4C and 4C Spider an extension of the driver

Teamed to the all-aluminum 1750 turbocharged engine is a paddle-shifting Alfa TCT (twin-clutch transmission) tuned specifically for the Alfa Romeo 4C and 4C Spider. With its uniquely calibrated software that adjusts with the Alfa DNA selector system, the Alfa TCT's gearshifts are designed to become most aggressive in the Dynamic and Race modes. Further making this Alfa Romeo an extension of the driver are rev-matching paddle shifts and precise gear changes as quick as 130 milliseconds at full throttle.

For driving convenience in Dynamic, Natural or All-weather modes, the Alfa Romeo TCT gearbox can utilize an "auto" mode.

Instantaneously optimizing the Alfa Romeo 4C and 4C Spider's level of performance is the brand's innovative Alfa DNA selector. With four modes, including "Race" mode, the Alfa DNA selector can optimize the engine, transmission, Alfa Electronic Q2 differential and electronic stability control (ESC) calibrations to the levels needed by the driver. With a touch of the Alfa DNA selector, the driving dynamics can be changed to (in order of increasing capability):

- All-weather – designed to ensure maximum control in adverse weather conditions and enables gentler accelerator input and special engine and brake control logic to match road speed and prevent skidding
- Natural – enables grand touring comfort and smooth drivability for the Alfa TCT gearbox
- Dynamic – enables improved driving performance via a more aggressive powertrain calibration and less intrusive ESC setting
- Race – available while in Dynamic mode, Race mode is the most extreme performance mode, putting the driver in total control of the car under race conditions. ESC and anti-slip regulation (ASR) are deactivated to allow the driver to control traction through the accelerator pedal. The Alfa Electronic Q2 differential control system remains active for fast exits out of corners or bends
 - In Race mode, launch control can be activated, allowing 0-to-60 mph acceleration blasts as low as 4.1 seconds as soon as the driver releases the brake

Maximum road-holding suspension

The Alfa Romeo 4C and 4C Spider feature race-derived solutions to ensure maximum agility and road-holding performance. The front suspension is comprised of a "superimposed" double wishbone configuration for direct and unfiltered feedback. At the rear, an advanced MacPherson suspension ensures superb road-holding attributes – even in the most extreme of maneuvers. Both front and rear suspensions are made from aluminum and high-strength steel. For the North American market, the Alfa Romeo 4C and 4C Spider are designed with stiffer springs, larger front- and rear-sway bars, and re-tuned shock absorbers.

Track Package

For maximum handling performance, both Alfa Romeo 4C and 4C Spider are available with the Track Package. This package includes high-performance shock absorbers with larger front- and rear-sway bars and available Pirelli P-Zero "AR Racing" tires; performance flat-bottom steering wheel with microfiber inserts (not available with yellow exterior or Tobacco Interior); carbon fiber exterior mirrors, carbon fiber Rear Spoiler on the Coupe, plus the availability of Black leather performance seats with microfiber inserts and Red or Yellow accent stitching.

Enthusiast-desired "manual" steering

In line with the Alfa Romeo 4C and 4C Spider's ultra-lightweight design and desire for maximum agility and road feel, the conventional power steering system is removed altogether. Through a manual steering system and 15.7:1 quick-

ratio steering, the Alfa Romeo 4C and 4C Spider provide the driver with a maximum feel-of-the-road. Furthermore, an appropriate steering-wheel load is maintained thanks to the low overall weight of the car.

Powerful stopping power – up to 1.25 g of braking deceleration

The Alfa Romeo 4C and 4C Spider's brake system is designed for track use, where decisive braking, even under the most intensive conditions, is required. To deliver maximum stopping power and 1.25 g of braking deceleration for 60-0 in under 100 feet, the 4C and 4C Spider models are equipped with four self-ventilating perforated discs and Brembo four-piston aluminum calipers at the front axle.

Excellence handcrafted in Modena, Italy

The Alfa Romeo 4C and 4C Spider models combine two excellences – the racing and performance know-how of Alfa Romeo engineering, plus the craftsmanship and manufacturing expertise of Maserati.

The very best technical and industrial expertise of the Alfa Romeo and Maserati brands were used to develop the 4C and 4C Spider. Teamwork between the two brands included the integration of the Alfa Romeo Centro Stile with the well-known craftsmanship of the Maserati brand's Modena workshop. In addition, the Alfa Romeo 4C and 4C Spider are boosted by the technological contributions of Italian suppliers, who are international leaders in manufacturing high-performance components.

This is a distinguishing trait of Alfa Romeo, a brand with a century of history that continues to be one of the most famous and popular ambassadors of Italian products around the world.

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