

Contact: Berj Alexanian

Rick Deneau

2016 Alfa Romeo 4C Wins Inaugural “Buyer’s Choice Award for Best Sports Car”

- Industry accolade comes courtesy of Autobytel as more sports car buyers shopped for the Alfa Romeo 4C on Autobytel.com than any other vehicle in the category
- Ultralight carbon fiber monocoque and aluminum chassis structures afford 4C 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 cc 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 combines the performance engineering of Alfa Romeo and the craftsmanship of Maserati
- New 2017 Alfa Romeo 4C Coupe available now for a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$55,900

January 12, 2017, Auburn Hills, Mich. - The [2016 Alfa Romeo 4C](#) won the inaugural 2017 Autobytel [“Buyer’s Choice” award](#) for “Best Sports Car,” as more sports car buyers shopped for the Alfa Romeo 4C on [Autobytel.com](#) and submitted a dealer contact form than any other vehicle in that category.

The Alfa Romeo 4C name recalls the brand's great sporting tradition: The award-winning 4C Coupe and Spider continue this tradition with the innovative all-aluminum 1750 cc turbocharged direct injection, dual intercooler four-cylinder engine, delivering an impressive 136 horsepower-per-liter. With seating for two and the soundtrack of an Italian performance-tuned engine and exhaust, the Alfa Romeo 4C is among the most exhilarating experiences in motoring – and represents the very core of Alfa Romeo's DNA and heritage.

The 4C beat out nine other sports car finalists, including Acura NSX, Audi R8, Chevrolet Camaro, Chevrolet Camaro SS, Ford Mustang, Jaguar F-TYPE, Mazda MX-5 Miata, Porsche Cayman and Scion FR-S.

The newly minted Autobytel Buyer's Choice Award covers multiple vehicle sub-categories, each reflecting leadership in both Autobytel.com site search traffic and dealer lead generation. This award is derived from data collected from October 2015 to October 2016.

“After analyzing the data from the past year, it is clear to us that car buyers are most interested in quality, reliability, design, safety and performance,” said Joni Gray, Autobytel's editor-in-chief. “These are some of the most innovative and beautiful vehicles on the market today. Each one resonates with the current trends in technology, safety and family-friendly features that win the hearts and pocketbooks of American car buyers. Congratulations to each of the carmakers for this accomplishment.”

The Autobytel Buyer's Choice Award is especially significant given the fact that roughly 8 million consumers visit Autobytel properties each month to research their next vehicle purchase. Last year, the company delivered more than 9 million leads to its industry partners and well over 60 million leads to its industry partners since 1995. According to IHS Automotive, consumers submitting leads via the Autobytel network accounted for over 2.5 million new retail sales from 2011 – 2015, representing an average of roughly 4 percent of all U.S. light vehicle new retail sales.

With racing heritage, Italian style and advanced technologies, Alfa Romeo vehicles have always been one of the most desired among collectors and enthusiasts.

About Autobytel

Autobytel Inc. provides high-quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive internet in 1995 with its flagship website <http://www.autobytel.com/> and has since helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online.

Alfa Romeo

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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