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## **FCA Canada: Alfa Romeo Announces Pricing for All-New 2017 Giulia Lineup**

- All-new Giulia lineup brings Italian craftsmanship, class-leading performance, state-of-the-art technology and a passion for driving to the premium mid-size market
- Giulia nameplate reflects a 55-year heritage of Alfa Romeo's lightweight, performance sedan tradition and over 105 years of brand history, carving its legend on road courses around the globe
- Stunning Italian design crafted by Alfa Romeo artisans at the Cassino plant in Frosinone, Italy
- Giulia and Giulia Ti go on sale in Q1 of 2017 with a Canadian MSRP of \$48,995 and \$50,995, respectively
- Giulia Quadrifoglio will have a Canadian MSRP of \$87,995
- New eight-speed automatic transmission, with available column-mounted paddle shifters, is designed for enthusiasts with gear shifts of less than 100 milliseconds

December 8, 2016, Windsor, Ontario - Alfa Romeo today announced pricing for the highly anticipated 2017 Alfa Romeo Giulia lineup.

"The all-new Giulia is the result of our 105 years of passion for Italian style, craftsmanship and performance," said Reid Bigland, CEO of Alfa Romeo. "Crafted in Italy, the Giulia lineup sets an entirely new benchmark for the segment as the world's fastest four-door production sedan, featuring class-leading engines, an all-new exclusive architecture, stunning design and state-of-the art technology."

Built around the driver, Alfa Romeo Giulia designers focused on simplistic elegance, with an emphasis on incorporating the essential elements for performance. Inside, Giulia's high level of craftsmanship starts with an asymmetric-style instrument panel, featuring a driver-focused cockpit crafted with an array of available leathers with accent stitching, plus trim bezels in aluminum, wood or carbon fiber – all for a bespoke look that could only be crafted in Italy. A Formula-1-inspired steering wheel features a thick-rim profile that transmits the chassis' direct-steering feel and neatly groups the vehicle controls and the red engine start button. Behind the steering wheel, the Giulia features a full-color 7-inch thin-film transistor (TFT) instrument cluster straddled by two large white-on-black face analog gauges.

Giulia Quadrifoglio stands as the most powerful Alfa Romeo production car ever with its 2.9L bi-turbo V-6 engine producing a class-leading 505 horsepower and 443 lb.-ft. of torque. The Giulia and Giulia Ti models feature an all-new, all-aluminum, 2.0-litre, direct-injection turbo engine with an eight-speed automatic transmission delivering a class-leading, standard 280 hp and 306 lb.-ft. of torque.

With its muscular proportions and a pure design ethos of passion, lightness and simplistic elegance clothing its class-leading technical layout with near perfect 50/50 weight balance, the all-new 2017 Giulia exudes stunning and functional Italian style with a finesse of Alfa Romeo heritage, athletically taut lines and sculptural details.

### **2017 Alfa Romeo Giulia**

- Manufacturer's suggested retail price (MSRP) for the 2017 Alfa Romeo Giulia is \$48,995
- Optional Q4 all-wheel-drive (AWD) system available for \$2,000
- Alfa Romeo Giulia features an all-new, all-aluminum, 2.0-litre, direct-injection turbo engine with eight-speed automatic transmission and delivers a class-leading, standard 280 horsepower and 306 lb.-ft. of torque, allowing it to launch from 0-60 mph in 5.1 seconds, and achieve a top speed of 240 km/h (149 mph)

- The all-new, well-equipped Alfa Romeo Giulia comes standard with heated leather seats, heated steering wheel, bi-xenon headlamps with signature LED daytime running lights and tail lamps, 6.5-inch radio with 2D Navigation, back-up camera with dynamic gridlines, rear park sensors and a 7-inch full-colour TFT display

#### **2017 Alfa Romeo Giulia Ti**

- MSRP for the 2017 Alfa Romeo Giulia Ti model is \$50,995
- Optional Q4 AWD system available for \$2,000
- In addition to the expansive list of standard features found on the all-new Giulia, Giulia Ti adds even more luxury and convenience offerings, including standard 18-inch wheels, genuine wood interior accents, an 8.8-inch widescreen infotainment display with 3D Navigation, SiriusXM satellite radio and front park sensors
- Available Sport and Lusso packages (priced at \$2,500 MSRP and \$3,250 MSRP, respectively) provide drivers with two unique offerings that further accentuate the bold characteristics of Giulia Ti

#### **2017 Alfa Romeo Giulia Quadrifoglio**

- MSRP for the 2017 Alfa Romeo Giulia Quadrifoglio model is \$87,995
- As the “halo” model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo’s motorsport knowhow with an all-new, best-in-class, 505-horsepower, 2.9-litre bi-turbo V-6 engine that earns the title of the most powerful Alfa Romeo production car engine ever and the quickest with a class-leading 0-60 mph time of 3.8 seconds; it is also the quickest Alfa ever, allowing the Giulia Quadrifoglio to post a record-setting 7:32 Nürburgring lap time – the fastest ever by a four-door production sedan

#### **All three Giulia models offer:**

- Near perfect 50/50 weight distribution, segment-leading torsional rigidity and the most direct steering ratio on the market, thanks to Giulia’s all-new, rear-wheel-drive Giorgio architecture
- Unique Italian style and craftsmanship
- A 55-year heritage of Giulia’s lightweight, performance sedan tradition and more than 105 years of brand history, carving its legend on road courses around the globe

#### **Global recognition**

Since its reveal, the Alfa Romeo Giulia has captured several third-party accolades, including:

- Top Gear Magazine: Giulia Quadrifoglio named ‘Car of the Year’
- The Car Connection: Giulia named “2017 Driver’s Choice Award for Best New Luxury Car”
- Hispanic Motor Press: Giulia Named 2017 Auto del Año® (Car of the Year) in Mid-size Sedan Segment
- Auto Bild and Bild am Sonntag: Giulia named the most beautiful car of 2016 as it wins “Golden Steering Wheel”
- Italian Union of Motoring Journalists: Giulia wins “Auto Europa 2017” award
- 2016 Miami International Auto Show: Quadrifoglio named “Star of the Show”

#### **Giulia and Giulia Ti models**

The 2017 Alfa Romeo Giulia and Giulia Ti have entered the market to continue a 55-year nameplate heritage of high-performance sport sedans. The Giulia Ti honors the historic *Turismo Internazionale* sport sedan racing-class, which was dominated by Alfa Romeo in decades past. Today, the all-new Giulia and Giulia Ti are the resulting product of over 105 years of Alfa Romeo history, innovation and experience, all combined to deliver a class-leading driving machine with unmistakable Italian style.

The all-new 2017 Alfa Romeo Giulia and Giulia Ti models radiate Italian style, craftsmanship and performance, all while delivering a comprehensive list of standard features, including an all-new, all-aluminum 2.0-litre direct-injection turbo engine with eight-speed automatic transmission delivering a class-leading, standard 280 horsepower, class-exclusive carbon fibre driveshaft, dual exhaust system with bright tips, leather seating, genuine wood and aluminum accents, bi-xenon headlamps with signature LED daytime running lights and tail lamps, back-up camera with dynamic gridlines and rear park sensors, 7-inch full-colour TFT, a 6.5-inch or 8.8-inch industry-first hidden widescreen infotainment display with Navigation, Alfa DNA Drive Mode Selector with Dynamic, Natural and Advanced Efficiency

vehicle behaviour modes, sport-inspired flat-bottom steering wheel with integrated push button start, along with keyless-go with passive entry and remote start.

When equipped with optional Q4 AWD system, Giulia and Giulia Ti models deliver even more all-season traction and performance capability thanks to the system's ability to transfer up to 60 per cent of the 2.0-litre direct-injection all-aluminum turbo engine's torque to the front axle.

In addition to the expansive list of standard features in the all-new Giulia, Giulia Ti adds even more luxury and convenience offerings, including standard 18-inch wheels, genuine wood interior accents, an 8.8-inch widescreen infotainment display along with heated steering wheel front seats, while available Sport and Lusso packages further add to the performance and style of Giulia Ti.

### **Giulia Quadrifoglio**

Bearing the iconic Quadrifoglio badge, the all-new Giulia Quadrifoglio embodies the essence of Alfa Romeo's motorsport legacy. The beating heart of this ultra-high-performance sedan is an all-aluminum direct-injection 2.9-litre V-6 bi-turbo engine, delivering a best-in-class 505 horsepower, as well as earning the title of the most powerful and quickest Alfa Romeo production car ever with a class-leading 0-60 miles per hour (mph) acceleration in 3.8 seconds.

The Giulia Quadrifoglio features exclusive enhancements for maximum performance, including high-performance front and rear fascias and carbon fibre lightweight materials, including hood, roof, segment exclusive active aero front splitter, rocker panel mouldings and rear deck-lid spoiler. Additionally, the Alfa Romeo Giulia Quadrifoglio offers staggered fitting 19 x 8.5-inch (front) and 19 x 10-inch (rear) aluminum wheels wrapped with Pirelli P Zero Corsa three-season high-performance tires.

Inside, the Giulia Quadrifoglio includes performance front leather and Alcantara® seats, featuring 12-way power, including 4-way lumbar plus power bolsters and front adjustable thigh support. Further features include Quadrifoglio-exclusive leather-wrapped steering wheel with column-mounted aluminum paddle shifters, leather-wrapped instrument panel with accent stitching and genuine carbon fibre interior accents.

Advanced technology features unique to the Alfa Romeo Giulia Quadrifoglio model include a four-mode Alfa DNA Pro Drive Mode Selector that adds Race mode, torque vectoring differential, high-performance Brembo six-piston front and four-piston rear brake caliper system, Quadrifoglio-tuned adaptive suspension, Quadrifoglio instrument cluster with 300 kph speedometer, cylinder deactivation system, Blind-spot Monitoring, Rear Cross Path detection, vehicle alarm and high-performance bi-xenon headlamps offering auto-leveling technology, adaptive cornering and headlamp washers.

Available ultra-high performance options further optimize the lightweight design and track-proven capabilities of Giulia Quadrifoglio:

- Ultra-lightweight carbon fibre Sparco® racing seats provide maximum lateral support during extreme cornering thanks to more aggressive bolstering, and are designed to be the lightest in the segment, while providing comfort for long road trips
- Ultra-high-performance Brembo carbon-ceramic material (CCM) brake system features six-piston front and four-piston rear aluminum monoblock front brake calipers with two-piece 390 mm (15.4-inch) front and 360 mm (14.2-inch) rear CCM rotors. The CCM rotor design delivers a 50-percent weight reduction compared to cast iron discs, further reducing unsprung mass to improve handling, while enabling a 60-0 mph stopping performance in an impressive 102 feet

### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has

sales offices and parts distribution centers throughout the country.

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