Beat: Automobiles

ALFA ROMEO STELVIO First Edition Presentation

At MOTOR VILLAGE, PARIS on Feb 15, 2017

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USPA NEWS - Since its foundation Alfa Romeo has created models capable of changing the way we drive, Today the Brand sets a new milestone, with over 106 years of history, STELVIO is here to meet the highest expectations....

Since its foundation ALFA ROMEO has created models capable of changing the way we drive, Today the Brand sets a new milestone, with over 106 years of history, STELVIO is here to meet the highest expectations. The extreme lightness, the outstanding steering wheel feel and the optimal dynamic balance are conveyed in this new form. Thanks to its innovative platform, the ALFA ROMEO STELVIO perfectly matches the handling of a performance car with the comfort of a traditional SUV.

State of the art technologies created for safety and infotainment. A lightweight body structure and a carbon fibre driveshaft. A wide range of efficient yet outstanding powertrains and patented dynamic solutions. STELVIO is the ALFA ROMEO that can rethink the plot of SUV's history... Can an SUV evoke the same emotions as a true performance car ? STELVIO was created to answer that genuine question.

Thanks to the incredible performance, the first ALFA ROMEO has created entire generations to fall in love with the brand. Since then, ALFA ROMEO has become a symbol of constant technical evolution and driving pleasure among automobile enthusiasts.

24th June 1910, Milan, the Anonima Lombarda Fabbrica Automobili (A.L.F.A.) comes to life. The first car ever created was the 24 HP, designed by Giuseppe Merosi. Five years later, the company changed its name to ALFA ROMEO, when Nicola Romeo took over the property. ALFA ROMEO became synonymous with passion. Its unique approach in creating cars inspired the best car makers around the world.

Since its foundation, ALFA ROMEO has competed with its creations in motor racing. The Quadrifoglio badge ruled every legendary competition, as Targa Florio, Mille Miglia and Le Mans. It won 5 world titles: the first GP World Championship ever in 1925 with the P2, the first two F1 championships with its legendary 158 and 159 Alfetta, the 1975 World Manifacturer´s Championship with the 33 TT 12 and the 1977 World Sport Championship with the 33 SC 12. ALFA ROMEO wrote many other indelible pages of motor sport with the outstanding P3, the amazing 6C 1750, the unforgettable 8C, the uncompromising 155 V6 TI DTM.

On February 15, 2017 at MOTOR VILLAGE (FCA Group Showroom at the Champs-Elysées in PARIS), was presented, for the first time in Europe the First Edition of AFLFA ROMEO STELVIO. An Exhibition 'PASS TO STELVIO' at this venue will be proposed to the public from February 10, 2017 to April 17, 2017, some of the best references of the ALFA ROMEO's History.

Why STELVIO ?

The Stelvio Pass is a mountain pass in northern Italy, at an elevation of 2,757 m above sea level. It is the highest paved mountain pass in the Eastern Alps, and the second highest in the Alps, just 13 m below France's Col de l'Iseran (2,770 m).

Source : ALFA ROMEO

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