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## **All-New 2015 Alfa Romeo 4C Named 2015 *AUTOMOBILE* 'All-Star'**

November 17, 2014, Auburn Hills, Mich. - With its groundbreaking Italian design and Formula 1 derived innovations, the all-new 2015 Alfa Romeo 4C supercar won over the editorial staff at *AUTOMOBILE*, earning the turbocharged mid-engine coupe a coveted "2015 All-Star" award – an accolade that represents what the publication's enthusiasts most want to drive.

"When you're out on your favorite stretch of winding road or at the local track blazing away, turbo-four wailing behind your ears, the Alfa Romeo 4C reminds you what it means to drive with joy, with purpose," said Mike Floyd, editor-in-chief, *AUTOMOBILE*. "The 4C is an unapologetic sports car and a spectacular-looking one at that—that's why it's a 2015 *AUTOMOBILE* All-Star."

Beginning with the 2015 All-Star award, *AUTOMOBILE* chooses its vehicle contender list from only all-new, heavily revised, or newly significant variants on sale in the U.S. for the upcoming model year. Then the brand's editorial staff spends three days driving the assembled array of All-Star contenders and cast their votes for the winners by private ballot.

"We are very honored for the all-new Alfa Romeo 4C to receive such a prestigious award as the *AUTOMOBILE* 'All-Star'," said Reid Bigland, Head of Alfa Romeo for North America. "Each 4C represents more than 100-years of Alfa Romeo racing knowhow, including groundbreaking mid-engine Italian design and Formula 1 inspired technologies – a combination we're excited to offer North American enthusiasts and at a fraction of the price of other carbon fiber chassis supercars."

The all-new 4C marks the return of "the great Alfa Romeos" and represents the purest formation of the brand's DNA with its supercar-levels of performance and innovation, all while focusing on making the driver an integral part and completion of the machine.

### **Alfa Romeo 4C**

Marking the Italian brand's highly anticipated return to North America, the all-new 2015 Alfa Romeo 4C offers driving enthusiasts a technical, mid-engine design inspired by the brand's legendary racing history and represents the essential sportiness embedded in the brand's DNA: hand-crafted in Modena, Italy; ground breaking and distinctly Italian style; an innovative 1750 all-aluminum, direct-injection, turbocharged and intercooled engine, delivering 237 horsepower and 258 lb. ft. of torque; a class-exclusive power-to-weight ratio thanks to its state-of-the-art carbon fiber monocoque influenced by Formula 1 and advanced technological solutions all for supercar-level performance at an attainable price.

Spearheading the Alfa Romeo brand's return to North America is the well-equipped 4C Launch Edition with unique design appointments, Track Package and serialized "1 of 500" plaque. This limited-edition model is available now with a starting MSRP of \$68,400 (excluding \$1,295 destination). An initial group of 82 Alfa Romeo dealers are the first to sell the limited-edition 4C Launch Edition coupe.

### **About *AUTOMOBILE***

*AUTOMOBILE*, a brand of TEN: The Enthusiast Network, is America's leading automotive lifestyle brand and reaches 4.6 million readers monthly; through its print, online, and digital components, the brand counts an audience of more than 6 million. *AUTOMOBILE*, which presents the annual All-Stars, is written for the sophisticated enthusiast and profiles high-end vehicles with compelling editorial and photographic content. For nearly three decades, *AUTOMOBILE* has set the standard for automotive journalism, maintaining its devotion to auto adventure and an

editorial approach that emphasizes "No boring cars!"

**About TEN: The Enthusiast Network**

TEN: The Enthusiast Network is the world's premier network of enthusiast brands, such as Motor Trend, Automobile, Hot Rod, Surfer, TransWorld, and GrindTV. With more than 50 publications, 60 websites, 50 events, 1,000 branded products, the world's largest automotive VOD channel, and the world's largest action/adventure sports media platform, TEN inspires enthusiasts to pursue their passions. For more information, visit [www.enthusiastnetwork.com](http://www.enthusiastnetwork.com).

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