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## Fans Celebrate Alfa Romeo's 110th Anniversary

June 25, 2020, Auburn Hills, Mich. - In celebration of Alfa Romeo's 110th anniversary on June 24, 2020, fans of the brand, otherwise known as "Alfisti," paraded modern and classic vehicles on the track at the Alfa Romeo Museum, taking the opportunity to capture a memorable photo of cars in an "AR 110" formation. The museum [reopened its doors](#) for this event, providing access to both media and public, and following all current health and safety guidelines. On this special occasion, the brand also invited fans from around the world to join the celebratory festivities [online](#) to see new sections of the museum and enjoy exclusive video content.

Located in Arese, on the outskirts of Milan, the [Alfa Romeo Museum](#) is a true brand center that houses more than 200 historical vehicles, the Documentation Center, artifacts and a test track for dynamic activities. The museum offers modern amenities to welcome visitors with every comfort: from the restaurant to the store, from the private event spaces to the sales showroom, the Alfa Romeo Museum is a link between the past, present and future of the brand.

### 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](http://www.stellantis.com).

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