Contact: Jordan Wasylyk
Stellantis

LouAnn Gosselin
Stellantis

Melissa Ferris
Publicist, ET Canada
(416) 443-3981 (office)
mferris@etcanada.com

FCA Canada: Alfa Romeo Announces New Partnership With ET Canada Host Cheryl Hickey

- Alfa Romeo announces new partnership campaign with Canadian entertainment personality Cheryl Hickey ("ET Canada," "Family Home Overhaul") featuring the Alfa Romeo Stelvio Ti Sport
- Campaign will span across television, digital and social, including Alfa Romeo Canada brand YouTube Facebook, Twitter and Instagram channels as well as ET Canada social channels
- First video segment debuts on television on Thursday, Dec. 3

December 3, 2020, Windsor, Ontario - Alfa Romeo Canada announced today an exciting new partnership with Canadian entertainment personality Cheryl Hickey for 2020-2021. The first such celebrity partnership for the iconic brand in Canada, the campaign will feature the thrilling performance, all-wheel-drive capability, classic Italian design, plus state-of-the-art technology and infotainment, of the Alfa Romeo Stelvio Ti Sport performance SUV. The video series will span across television and Canadian Alfa Romeo and ET Canada social media channels, including YouTube, Facebook, Instagram and Twitter.

"Cheryl Hickey is a well-known entertainment and style icon and founder of Cheryl's Home and Family who has built a reputation for excellence in her field - a quality that strongly parallels the Alfa Romeo brand," said Dave Buckingham, President and CEO, FCA Canada. "Add in her role as a busy on-the-go mom, Cheryl is the ideal Canadian ambassador to showcase what makes the Alfa Romeo Stelvio special: Italian design and luxury interior appointments, the new 8.8-inch centre touchscreen that keeps her connected to friends and family and, of course, how it makes even the school drop-off and pick-up an exhilarating drive experience."

' " Im excited to be working with Alfa Romeo for their first partnership in Canada," said Cheryl Hickey. "The Stelvio ' is perfect for my family, without compromising on design or performance, and I cant wait to be out on the road."

The campaign follows Hickey in her professional setting on ET Canada and Family Home Overhaul, as well as in her busy family life as a mom whether it's picking up the kids from school, a night out with friends or unloading the groceries in her Alfa Romeo Stelvio Ti Sport.

The "Trofeo White" Alfa Romeo Stelvio Ti Sport shown in the campaign features an athletic look with 20-inch Nero Diamante wheels, red brake calipers, body-colour front/rear fascias, lower sills and wheel surround appearance kit, as well as carbon-fibre accents inside and out. Power is delivered by the all-aluminum, 2.0-litre, direct-injection turbocharged engine delivering a class-leading 280 horsepower and 306 lb.-ft. of torque, allowing it to launch from 0 to 96 kilometres per hour (km/h) in 5.4 seconds and achieves a top speed of 232 km/h.

Alfa Romeo Stelvio
The Alfa Romeo Stelvio raises the bar for performance SUVs, taking a proven performance formula to the next level. Born from one of the world's greatest winding roads – the Stelvio Pass – the Alfa Romeo Stelvio delivers performance, design, and technology in an SUV that only Alfa Romeo could create.

Infused with Italian passion, artisanship and innovation, the Alfa Romeo Stelvio is designed to conquer the road for which it is named. The Stelvio lineup is a testament to Alfa Romeo's perfect balance of engineering and emotion,

creating a premium midsize SUV for driving enthusiasts.
Alfa Romeo Stelvio models have recently received:

- New standard 8.8-inch centre touchscreen display with improved graphics and state-of-the-art connectivity and additional standard content
- New advanced driver-assistance systems (ADAS), featuring level II autonomy, and additional standard safety and security content
- Enhanced interior with revised centre console, steering wheels, and controls
- Exterior enhancements, including premium body colour kit (wheel surrounds, lower sills, rear fascia), and additional exterior colours

Alfa Romeo

Since its foundation in Milan, Italy, in 1910, Alfa Romeo has designed and crafted some of the most stylish and exclusive cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to designing automobiles. The Alfa Romeo Stelvio sets a new 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. The Giulia Quadrifoglio and the Stelvio Quadrifoglio feature Alfa Romeo's most powerful production engine ever with best-in-class 0-96 km/h (0-60 mph) times of 3.8 and 3.6 seconds, respectively. Rounding out Alfa Romeo's world-class lineup is the handcrafted Alfa Romeo 4C Spider. Alfa Romeo is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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Cheryl Hickey

' As host of televisions Entertainment Tonight Canada since 2005, Cheryl Hickey is the source Canadians have come to trust for breaking entertainment industry news, in-depth profiles and behind-the-scenes exclusives each night. While busy interviewing the most powerful celebrities in Hollywood, Cheryl still finds the time to be an entrepreneur, as the founder of Cheryl's Home and Family and give back, working closely with the Hospital for ' Sick Children and Plan International Canada. In 2019, Cheryl was named as host of HGTV Canadas new feel-good renovation series Family Home Overhaul.

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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