

Alfa Romeo Celebrates its 111th Anniversary

June 24, 2021, Auburn Hills, Mich. - Today marks the 111th anniversary of the Alfa Romeo brand as it was founded on this day in 1910 in Milan, Italy. The Anonima Lombarda Fabbrica Automobili (A.L.F.A.) which later would become Alfa Romeo, following its acquisition of engineer and entrepreneur Nicola Romeo, in 1918. Since then, Alfa Romeo has played a major role in automotive history having designed, engineered and created some of the most iconic and beautiful vehicles and race cars the world has ever seen with a level of passion and performance that is second to none.

When Alfa Romeo was first established, its cars were red. Since then, the color red has become an integral part of the brand's DNA. Today, on the brand's 111th anniversary, the Arese Museum in Italy will be tinged with red to honor the journey and heritage of Alfa Romeo. In addition to the 111th anniversary, June 24, 2021 marks the first customer deliveries of the new high-performance Giulia GTA and GTAm at the Arese Museum. Early buyers get an exclusive experience at the museum dedicated to them as they settle in and take delivery of their GTA and GTAm, of which only 500 are being produced.

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.

Follow Alfa Romeo brand news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Alfa Romeo newsroom: <https://media.stellantisnorthamerica.com/newsroom.do?id=292&mid=446>

Consumer website: www.alfaromeousa.com and www.alfaromeo.com

Facebook: [Alfa Romeo USA](https://www.facebook.com/AlfaRomeoUSA)

Instagram: [@alfaromeousa](https://www.instagram.com/alfaromeousa)

Twitter: [@alfaromeousa](https://twitter.com/alfaromeousa) and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>