

Alfa Romeo Design Studio Creates Las Vegas-style Livery for the Team Alfa Romeo Stake F1 Car

- Alfa Romeo drivers Valtteri Bottas and Zhou Guanyu unveil the venue-appropriate livery at the majestic Aria Hotel in Las Vegas
- Creative flair by Alfa Romeo Centro Stile, merging Italian style with the Entertainment Capital of the World — Las Vegas
- Valtteri Bottas signature mullet haircut activity involving Alfa Romeo drivers, celebrity stylist Matthew Collins and F1 fans follows livery reveal

November 16, 2023, Las Vegas - Today, Alfa Romeo revealed a special livery for the Alfa Romeo Team Stake F1 car at the Aria Hotel in Las Vegas. The fresh look was created specifically for the all-new race venue in Las Vegas, designed by the skilled artists at the Alfa Romeo Centro Stile in Turin, Italy.

Alfa Romeo has created a special fan experience at The Aria, so it is fitting the livery reveal would take place in the lobby. The two Alfa Romeo Team Stake drivers; Valtteri Bottas and Zhou Guanyu will suit-up to take part in the reveal.

The livery created ad hoc by the Alfa Romeo Centro Stile is inspired by Entertainment Capital of the World, famous for its luxurious casinos and card-play. The car is all-black, with playing cards featuring red four-leaf clovers and Heart suits. The Quadrifoglio symbol, which identifies Alfa Romeo's highest-performance creation replaces the three-leaf clover for the Clubs suit. Metallic gold and red accents complete the original design. The number six is included in the middle of the Hearts cards, as a tribute to the six-year partnership with Sauber. The wheels are covered in metallic gold with red accents.

The livery extends beyond the car itself, to the race suits of the Alfa Romeo drivers. Gold Quadrifoglio logos mark the brand's performance trim anniversary on the driver's chests; the golden color is also used to celebrate the drivers' names and numbers.

Immediately following the livery reveal, Alfa Romeo driver Valtteri Bottas received a touch up on his signature mullet haircut from celebrity stylist Matthew Collins. F1 fans signed up to have their own mullet creation by Matthew Collins.

Alfa Romeo

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