

GILLIA





Estrema shown in Alfa Rosso.

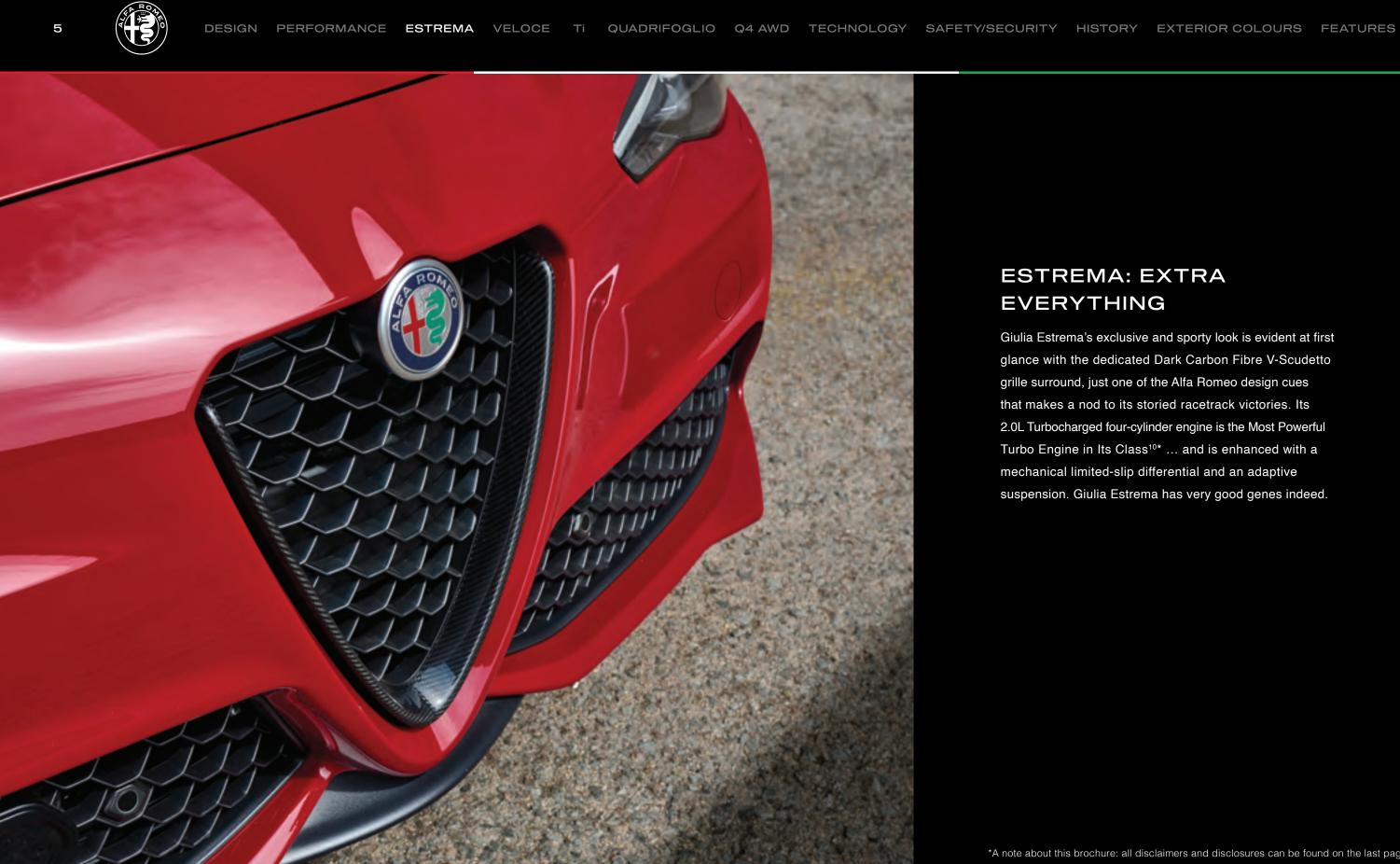
really moves ... and moves its onlookers as well. Giulia fully engages the driver, yet feels as though it can drive itself.











ESTREMA: EXTRA EVERYTHING

Giulia Estrema's exclusive and sporty look is evident at first glance with the dedicated Dark Carbon Fibre V-Scudetto grille surround, just one of the Alfa Romeo design cues that makes a nod to its storied racetrack victories. Its 2.0L Turbocharged four-cylinder engine is the Most Powerful Turbo Engine in Its Class^{10*} ... and is enhanced with a mechanical limited-slip differential and an adaptive suspension. Giulia Estrema has very good genes indeed.







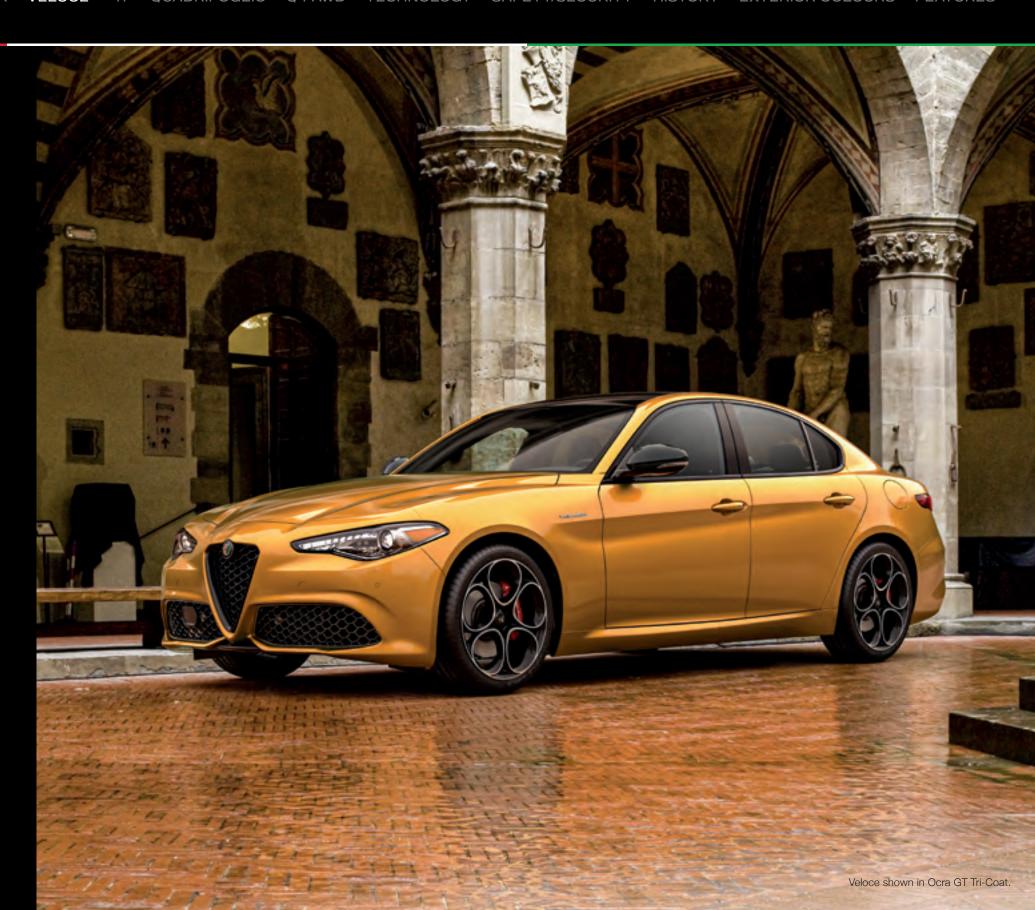




VELOCE: ALWAYS TRUE TO ITS NAME

While *veloce* translates to "fast" in English, there's a certain nimbleness and grace that goes into the Italian meaning. In fact, the Giulia Veloce is named for the Brand's beloved 1962 sport coupe.

This modern Veloce brings a striking level of performance and design to its class. Beyond 280 horsepower, it features a Sport rear diffuser, mechanical limited-slip differential, 19-inch Sport 5-hole aluminum wheels, Red-painted brake calipers with White Alfa Romeo script and Black window surrounds.









Every exquisite detail of Giulia Veloce says "fast."

The Giulia Veloce cuts a dramatic figure with a Dark V-Scudetto grille, window surrounds, monotone centre wheel caps and mirror caps. A Dark Veloce fender badge offers a subtle cue to the talents it possesses.

lighting and a Harman Kardon® premium audio system, Veloce effectively marries body and machine.





leather, while the 14-way power driver seat includes 4-way lumbar support with power bolsters and manual thigh support. With standard conveniences like a wireless charging pad, headlamp washers, ambient











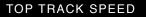


THE MOST POWERFUL ENGINE **EVER PRODUCED BY ALFA ROMEO**

HORSEPOWER

LB-FT OF TORQUE BETWEEN 2,500 AND 5,500 RPM

0 - 100 KM/H







The Giulia Quadrifoglio proudly carries on the historic good-luck tradition of the four-leaf clover exterior emblem — reserved for only the very top Alfa Romeo performers since 1923. Above, a glimpse of the Quadrifoglio rear fascia and its dual-mode quad exhaust, both contributing to its commanding presence. Giulia Quadrifoglio is at the top of its class with Best-in-Class 505 horsepower,1 443 lb-ft of torque and a top track speed of 307 km/h (191 mph).

At right, a checklist of high-performance features complements the power of Giulia Quadrifoglio: available 19-inch Dark 5-hole aluminum wheels, available carbon fibre roof and a dual-mode quad exhaust. Powerful control has never been more personal with the four-mode Alfa DNA Pro Drive Mode Selector, featuring Race Mode. An independent adaptive damping suspension, the standard torque vectoring rear differential and carbon fibre driveshaft are all designed and engineered for the track.



Quadrifoglio interior shown with Performance Sport leather-trimmed seats.

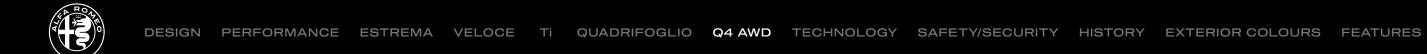








The Sparco SPX racing seat represents the ultimate evolution of the Sport seat. The SPX uses a combination of carbon fibre and advanced composites that gives the driver both comfort and performance in a lightweight package. With the ergonomic shape of the carbon fibre backrest and the seating position of the RTM composite lower, the SPX firmly holds the driver during extreme lateral forces and is comfortable for long road trips. Available on Quadrifoglio.









ALFA ACTIVE SUSPENSION

Both the Alfa DNA Drive Mode Selector and Quadrifoglio's exclusive Alfa DNA Pro instantaneously adapt the behaviour of the vehicle to the selected driving mode. The systems automatically reset to "Natural" at the vehicle start while retaining the ability to change modes at any time.

> RACE (only on Quadrifoglio with Alfa DNA Pro) activates the over-boost function, opens up the dual-mode exhaust system and turns off Electronic Stability Control (ESC),² increasing torque to maximize performance.

DYNAMIC opens the dual-mode exhaust and delivers a sharper throttle response, enhanced steering feedback and performance shift-mapping for sporty on-road driving.

NATURAL is a comfort setting for a perfect balance in daily driving and is calibrated to be the default setting.

ADVANCED EFFICIENCY is engineered to deliver maximum fuel efficiency; on Quadrifoglio, it also changes the threshold for all of the safety systems.

AN ACOUSTICAL REVELATION



If there's one mood-transforming measure equal to driving a Giulia, it's the unique ability to deliver impeccable audio. The standard 180-watt system surrounds occupants with an acoustically impressive performance, thanks to 8 speakers (4 tweeters and 4 woofers).

Alfa Romeo has partnered with Harman Kardon® to make concert-like sound available for the ride. Its 900-watt, 12-channel, class-D amplifier and Logic 7® sound technology distribute clear sound through a system of 14 premium speakers with a subwoofer. Brushed aluminum speaker surrounds mark the distinction of quality, striking the right chord in every sense.



SEAMLESS SCREENING

APPLE CARPLAY³ COMPATIBILITY This is smart iPhone integration, so you will experience your favourite features through your dashboard. With Siri, all you have to do is ask — catch up on calls and messages, get directions from Apple Maps or request a song through Apple Music. The system lets you browse music or discover nearby gas stations, parking, restaurants and more. Plus, Maps helps to anticipate where you're headed. Standard.



ANDROID AUTO™ COMPATIBILITY Bring the best of Google with you in your Giulia. Talk to Google on Android Auto³ and get things done with your voice so you can keep your focus on driving. Easily send messages, get directions, control media and more. Just say, "Hey Google" or long-press the voice-control button on your steering wheel. Standard.







FORWARD COLLISION WARNING (FCW) WITH FULL-SPEED STOP⁴ This system provides both audible and visual warnings to the driver and, under certain conditions, the system works to bring the vehicle to a full stop when a frontal collision may be imminent. Standard.

AIR BAG⁵ SYSTEM Giulia features a standard comprehensive system that includes driver and front-passenger dual advanced air bags, supplemental front-seat-mounted side air bags (pelvicthorax), front and rear side-curtain air bags, along with driver and front-passenger inflatable knee air bags.

ANTISLIP REGULATION (ASR) AND TRACTION CONTROL SYSTEM (TCS) The standard ASR limits the spin of the driving axle during a driver torque request in the event the adherence limit is reached, optimizing vehicle traction. Standard TCS limits the wheelspin of a single drive wheel by applying brake torque to the wheel while an equivalent amount of torque is transferred via the differential to the other wheel, providing the vehicle the torque required to drive away.



THOROUGHLY PREPARED



HILL START ASSIST (HSA) This standard system aids the driver during manoeuvres when the vehicle is on a slope. HSA maintains and releases brake pressure during vehicle drive-off.

ADAPTIVE CRUISE CONTROL WITH FULL STOP (ACC STOP)⁴ This system helps drivers maintain a safe distance from the vehicle ahead and, under certain traffic conditions, can bring Giulia to a full stop without driver intervention. Standard.

LANE DEPARTURE WARNING (LDW)⁴ Drivers benefit from this feature that emits an audio and dash-light visual warning when the system detects an inadvertent lane departure, reminding the driver to stay the course. Standard.



BACK-UP CAMERA⁴ WITH DYNAMIC GRID LINES AND REAR PARK SENSORS⁴ Offering

views from different angles and visual guidelines, these features help direct you during some of driving's trickiest manoeuvres: parking and backing up. Standard.

DYNAMIC STEERING TORQUE (DST) Electronic Stability Control (ESC)² directs the Electric Power Steering (EPS) to produce optimal stopping stability. It provides greater stability in certain braking and dynamic situations — like when there is a different adherence for each wheel. Standard.

ALFA STEERING TORQUE (AST) The AST functionality integrates ESC² with electric steering in order to increase the safety level of the vehicle. Thanks to AST, in dangerous situations like braking on a surface with varying grip, ESC will order the activation of additional torque on the steering wheel. Standard.

BLIND-SPOT MONITORING (BSM)⁴ This system has dual ultra-wideband radar sensors that aid the driver when changing lanes, and when trailing vehicles are in the blind spot, via an illuminated sideview mirror icon. Standard.

REAR CROSS-PATH DETECTION⁴ This system is activated any time the vehicle is in Reverse. It lets the driver know there is an object in the rear pathway with illuminated icons on the sideview mirror and with an audible chime. Standard.



VITAL INTELLIGENCE

Alfa Romeo offers Enhanced Driver Safety and Active Driver Assist Systems (ADAS), packaged to various groups, that represent the latest steps toward a future of autonomous driving. With these systems, drivers are complemented with advanced safety technology when behind the wheel. Standard on Ti models and above with the Active Assist Plus Package.

LANE KEEP ASSIST4 With a forward-looking camera system, this system actively helps keep the vehicle within the marked lane by changing the direction of the vehicle by applying brake drag or affecting the steering system. It helps reduce collision potential and road departures by providing a visual and audible warning should the system detect the vehicle drifting outside of lane boundaries or if the driver removes their hands from the wheel. Available.

ACTIVE BLIND SPOT / "SIDE ASSIST" Change lanes confidently or stay right where you are with this warning system that detects approaching traffic from behind, along with its rate of travel. An LED signal in the corresponding exterior side mirror indicates a vehicle that's too close, while steering-wheel resistance adds another accidentavoidance action. Available.

TRAFFIC SIGN RECOGNITION⁶ This system can detect posted speed-limit signs and, along with information in the navigation system's map database, recommend to the driver to adapt their set cruising speed accordingly. Available.

DRIVER ATTENTION ALERT⁴ The system monitors for and detects signs of drowsiness based on driver behaviour, following up with a driver alert and recommendation for rest. Available.

HIGHWAY ASSIST SYSTEM (HAS)⁷ HAS is an autonomous system designed to help with acceleration, braking and steering on highways, reducing driver workload and fatigue. While performing lane-centring steering, it requires drivers to remain engaged by keeping hands on the steering wheel. Available.

TRAFFIC JAM ASSIST⁸ When traffic is moving slowly on well-marked roads (up to 60 km/h (37 mph)), this enhancement to Adaptive Cruise Control with Full Stop (ACC STOP)4 assumes control of the accelerator, brake and steering to keep the vehicle within its lane. Front radar sensors and a front camera help the system orient itself to lane markings, traffic and structures; when conditions reach the limits of the system's abilities, it alerts the supervising driver to take over. Available



VICTORY LAPS

The courage to reach further — it's what sets this Brand, its designers and its drivers apart. Racing still serves to prove and inspire Alfa Romeo design, long known to be geared for both track and street. It has produced a wide range of innovative vehicles that are now hailed as classics.

1910 The 24 HP was the very first car produced at the ALFA factory, with a top speed of 99 km/h (62 mph). The "Corsa" version of the 24 HP stood out at the 1911 Targa Florio.

1929 Enzo Ferrari began as a test driver for Alfa and soon took charge of the entire racing program. He established "Scuderia Ferrari" in Modena, modifying and tuning every Alfa Romeo race car, resulting in a winning record that still shines brightly on the Alfa Romeo name.

1932 In the 1930s, the Vittorio Jano-designed Gran Premio Tipo P3 was a force — it clocked an unheard-of top speed of 233 km/h (145 mph). It took 46 Grand Prix checkered flags in a three-year period.

1938 Alfa Corse, the in-house racing team for Alfa Romeo, prepared four 8C 2900B cars for the 1938 Mille Miglia, continuing to dominate there by taking the top two positions.

1953 A derivation of the Alfa Romeo 6C 3000 prototype increased engine capacity to 3,495 cc and produced a top speed of 251 km/h (156 mph). It was the winner of the first Gran Premio Supercortemaggiore held in Merano in 1953.

1954 Alfa Romeo introduces Giulietta in several different street models along with a competition-only two-seater, the Giulietta Sprint Zagato. Its all-aluminum and plexiglass construction achieved optimal power and weight ratios with lightweight strength innovations.

1965 Production of subsequent Giulia models for both road and track continued on and off for decades to come, achieving numerous class wins in demanding events such as the 24 Hours of Le Mans, the Targa Florio, 12 Hours of Sebring and the Nürburgring 1,000 km (621 miles).

1967 Enter the Tipo 33 Stradale — often called the most beautiful car of all time. With only 18 produced, the car is extremely rare. The value of each is almost impossible to determine as the 33 Stradale is hardly ever traded.

2015 After the long-awaited North American introduction of the Alfa Romeo 4C, June 2015 revealed the new Giulia Quadrifoglio, the most impressive reincarnation of the Giulia to date, featuring a whole new level of power-to-weight engineering.

2016 The Alfa Romeo Stelvio was the very first high-performance compact luxury crossover SUV manufactured and marketed by Alfa Romeo. Stelvio was first revealed at the 2016 Los Angeles Auto Show and entered production at the Cassino Plant in Italy at the end of 2016. It is named for the Stelvio Pass: Italy's highest mountain pass, noted for its thrilling switchbacks.





ALFA ROSSO 1, 2, 3 and 4



ALFA WHITE 1, 2 and 3



VERDE MONTREAL



ROSSO ETNA 3 and 4





MOONLIGHT GREY METALLIC 1 and 2



MISANO BLUE METALLIC 3 and 4



VESUVIO GREY METALLIC 1, 2, 3 and 4



ANODIZED BLUE METALLIC 1 and 2



VULCANO BLACK METALLIC 1, 2, 3 and 4



OCRA GT TRI-COAT 3 and 4

AVAILABLE COLOUR GUIDE

- 1. SPRINT
- 2. Ti
- 3. VELOCE
- 4. QUADRIFOGLIO







Black Leather-trimmed Seat with Dark Grey Accent Stitching Standard



17-inch Bright 15-Spoke Aluminum Wheel Standard



Silver-painted Brake Calipers with Black Script Standard



18-inch Dark Turbine Aluminum Wheel



Red-painted Brake Calipers with White Script



Black Interior Trim Standard

SPRINT

SELECT STANDARD EQUIPMENT

MECHANICAL

All-aluminum 2.0L Turbocharged 4-cylinder engine 280 hp and 306 lb-ft of torque 8-speed automatic transmission Q4 All-Wheel Drive (AWD)

EXTERIOR

17-inch Bright 15-spoke aluminum wheels 225/50R17 run-flat All-Season tires 4-wheel discs with Brembo® front brakes Sport front fascia Bi-xenon headlamps

LED daytime running lamps (DRLs) and taillamps Dark window surrounds

Dual Dark exhaust tips

Dark V-Scudetto grille surround

Silver-painted brake calipers with Black script

INTERIOR

Black push-button start on steering wheel

Driver-seat memory

Black interior trim

Black door sills

Ambient lighting

Laminated glass

Black leather-trimmed seats

10-way power front seats, including 4-way lumbar support with power bolsters and manual thigh support

Heated Sport steering wheel with paddle shifters

Heated front and rear seats

Black headliner



TECHNOLOGY

8.8-inch multi-touch display with Navigation 7-inch Thin Film Transistor (TFT) cluster

AM/FM radio/MP3/auxiliary-in/wireless technology/3 USBs

Apple CarPlay³/Android Auto™3/SiriusXM¹¹ 1-year

trial subscription

Wireless charging pad

Rotary controller

Forward Collision Warning (FCW) with Full-Speed Stop⁴

Alfa DNA Drive Mode Selector

Air quality system

Back-up camera4

Front park sensors4

Blind-Spot Monitoring (BSM) and Rear Cross-

Path Detection⁴

Adaptive Cruise Control with Full Stop (ACC STOP)4

Lane Departure Warning (LDW)⁴

Auto High-Beam Headlamp Control

Infrared windshield

Auto-dimming exterior mirrors

Passive entry/keyless go

Remote Start System

Universal garage door opener9

Automatic headlamps

Rain-sensing windshield wipers

Heated washer nozzles

Dual-Zone Automatic Temperature Control

Integrated Braking System (IBS)

Hill Start Assist (HSA)

OPTIONS/PACKAGES

Dual-pane sunroof

18-inch Dark Turbine aluminum wheels with 225/45R18

BSW All-Season performance tires

Red-painted brake calipers with White script





Black Leather-trimmed Seat Standard



Saddle Brown Leather-trimmed Seat



18-inch Dark Turbine Aluminum Wheel Standard



19-inch Sport 5-Hole Aluminum Wheel



Silver-painted Brake Calipers with Black Script Standard



Red-painted Brake Calipers with White Script Available



Genuine Dark Grey Oak Wood Interior Trim Standard

Τi

ADDS TO GIULIA SPRINT

EXTERIOR

18-inch Dark Turbine aluminum wheels 225/45R18 run-flat All-Season performance tires Dual-pane sunroof Silver-painted brake calipers with Black script

INTERIOR

Genuine Dark Grey Oak Wood interior trim Paddle Shifters Delete Aluminum Sport pedals and footrest

TECHNOLOGY

Active Assist Plus Package includes:

- Active Blind Spot/"Side Assist"⁴
- Driver Attention Alert4
- Traffic Sign Recognition⁶
- Intelligent Speed Assist (ISA)4
- Highway Assist System (HAS)⁷
- Traffic Jam Assist8
- Lane Keep Assist4

OPTIONS/PACKAGES

19-inch Sport 5-hole aluminum wheels Saddle Brown leather-trimmed seats Red-painted brake calipers with White script Premium Interior and Sound Package includes:

- Harman Kardon® premium audio system
- Leather dash and upper doors







Black Performance Sport Leather-trimmed Seat Standard



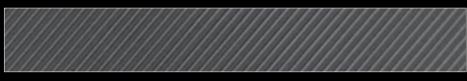
Red Performance Sport Leather-trimmed Seat Available



19-inch Sport 5-Hole Aluminum Wheel Standard



Red-painted Brake Calipers with White Script Standard



Aluminum Interior Trim Standard

VELOCE

ADDS TO GIULIA SPRINT

EXTERIOR

19-inch Sport 5-hole aluminum wheels 225/40R19 run-flat All-Season performance tires Dual-pane sunroof Sport rear fascia Gloss Black window surrounds Red-painted brake calipers with White script

INTERIOR

Black Performance Sport leather-trimmed seats 12-way power driver seat and 10-way power frontpassenger seat, including 4-way lumbar support bolsters and manual thigh support Aluminum Sport pedals and footrest Leather dash and upper doors

TECHNOLOGY

Harman Kardon® premium audio system Active Assist Plus Package includes:

- Active Blind Spot/"Side Assist"4
- Driver Attention Alert4
- Traffic Sign Recognition⁶
- Intelligent Speed Assist (ISA)4
- Highway Assist System (HAS)⁷
- Traffic Jam Assist8
- Lane Keep Assist4

OPTIONS/PACKAGES

Red Performance Sport leather-trimmed seats Veloce-exclusive tri-coat paint: Ocra GT Tri-Coat Veloce-exclusive metallic paint: Rosso Etna





Black Performance Sport Leather-trimmed Seat with Dark Grey Accent Stitching



Sparco® Black Leather-trimmed and Alcantara® Racing Seat with Green and White Accent Stitching



19-inch Dark Tecnico Aluminum Wheel Standard



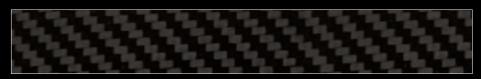
19-inch Dark 5-Hole Aluminum Wheel



Anodized Brake Calipers with Red Script Standard



Red-painted Brake Calipers with White Script



Genuine Carbon Fibre Interior Trim

QUADRIFOGLIO

SELECT STANDARD EQUIPMENT

MECHANICAL

2.9L Twin-Turbocharged V6 engine 505 hp and 443 lb-ft torque 8-speed automatic transmission Rear-Wheel Drive (RWD)

EXTERIOR

19-inch Dark Tecnico aluminum wheels 245/35ZR19 front and 285/30ZR19 rear Pirelli® performance tires Performance front and rear fascias Carbon fibre active aero front splitter Carbon fibre hood and rocker panels Carbon fibre rear spoiler Dynamic dual-mode quad exhaust Brembo® high-performance brakes Anodized brake calipers with Red script

INTERIOR

10-way power driver and front-passenger seats, including 4-way lumbar support bolsters and manual thigh support Quadrifoglio-specific steering wheel with Red push-button start Perforated leather shifter Genuine Carbon Fibre interior trim Leather-wrapped dash and upper door trim with accent stitching Unique Bright door sill plates

TECHNOLOGY

Harman Kardon® premium audio system Alfa DNA Pro Drive Mode Selector with Race Mode Torque vectoring rear differential Independent adaptive damping suspension Active Assist Plus Package includes:

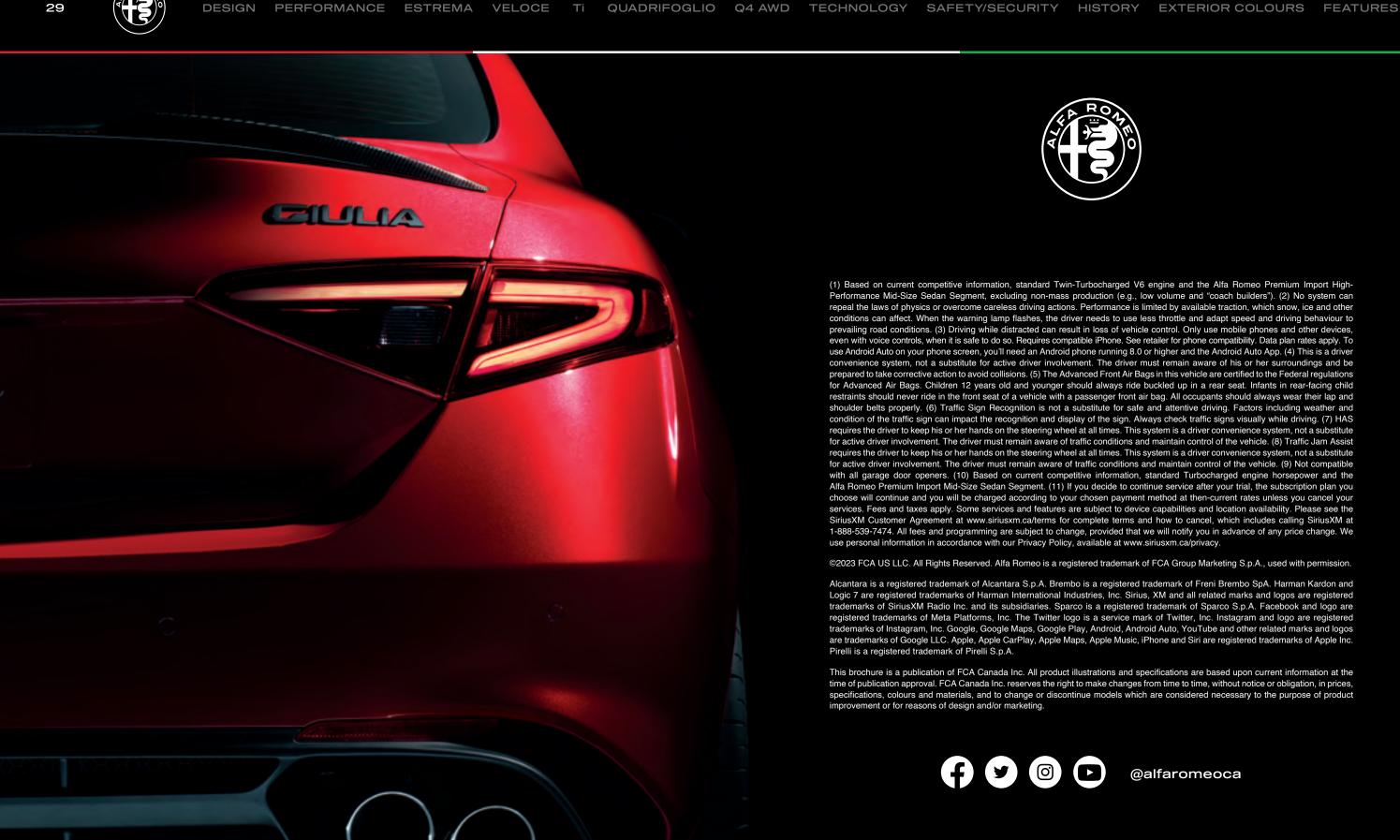
- Active Blind Spot/"Side Assist"⁴
- Driver Attention Alert4
- Traffic Sign Recognition⁶
- Intelligent Speed Assist (ISA)⁴
- Highway Assist System (HAS)⁷
- Traffic Jam Assist⁸
- Lane Keep Assist4

OPTIONS/PACKAGES

Sparco Black leather-trimmed and Alcantara racing seats with Green and White accent stitching 19-inch Dark 5-hole aluminum wheels 245/35ZR19 front and 285/30ZR19 rear performance tires Red-painted brake calipers with White script Exposed carbon fibre roof









(1) Based on current competitive information, standard Twin-Turbocharged V6 engine and the Alfa Romeo Premium Import High-Performance Mid-Size Sedan Segment, excluding non-mass production (e.g., low volume and "coach builders"). (2) No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. (3) Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice controls, when it is safe to do so. Requires compatible iPhone. See retailer for phone compatibility. Data plan rates apply. To use Android Auto on your phone screen, you'll need an Android phone running 8.0 or higher and the Android Auto App. (4) This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of his or her surroundings and be prepared to take corrective action to avoid collisions. (5) The Advanced Front Air Bags in this vehicle are certified to the Federal regulations for Advanced Air Bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (6) Traffic Sign Recognition is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact the recognition and display of the sign. Always check traffic signs visually while driving. (7) HAS requires the driver to keep his or her hands on the steering wheel at all times. This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. (8) Traffic Jam Assist requires the driver to keep his or her hands on the steering wheel at all times. This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. (9) Not compatible with all garage door openers. (10) Based on current competitive information, standard Turbocharged engine horsepower and the Alfa Romeo Premium Import Mid-Size Sedan Segment. (11) If you decide to continue service after your trial, the subscription plan you choose will continue and you will be charged according to your chosen payment method at then-current rates unless you cancel your services. Fees and taxes apply. Some services and features are subject to device capabilities and location availability. Please see the SiriusXM Customer Agreement at www.siriusxm.ca/terms for complete terms and how to cancel, which includes calling SiriusXM at 1-888-539-7474. All fees and programming are subject to change, provided that we will notify you in advance of any price change. We use personal information in accordance with our Privacy Policy, available at www.siriusxm.ca/privacy.

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