

www.alfamitoblog.com: discovering Alfa Mi.To

Turin, 9 April 2008 - Alfa Romeo is continuing its strategy of involvement on the Internet by creating an original blog dedicated to the Alfa Mi.To, the “most compact sports car of all time”. Available in 5 languages at <http://www.alfamitoblog.com/>, the “online diary” will accompany the debut of the new model through the stories and videos of those who invented, designed, manufactured and tested it.

Updated with new initiatives and continuous feeds of information, the website, therefore, becomes a communication tool until the official launch, planned for the end of June. Managed directly by the Alfa Romeo brand, the protagonists of the “virtual location” will always be the bloggers, who are free to express their opinion by leaving text messages (posts) and photographs but also links to other websites. In fact, in a totally transparent manner, all the posts will be published, thereby giving life to a real community where you can discuss the new model. Only a few rules of conduct have to be complied with.

In addition, among the registered users, some have already been selected to spend an unforgettable day in contact with the Alfa Mi.To experts present at both the Alfa Romeo Style Centre and the tracks of the Fiat Group Automobiles Test Centre in Lapland. Such meetings will continue over the next few weeks with regard to various different aspects of the project. Every meeting is filmed and the video is put online in the blog so that it can be shared with the other users.

Now Alfa Romeo is opening the doors of its organisation to the many fans who have shown such great interest in the new Alfa Mi.To. The best demonstration of this enthusiasm is the extraordinary success of the blog: just a few weeks from the launch, there are several thousand registered users and there have been more than 35,000 visitors. In addition, the famous video channel “YouTube” - which also runs the episodes published at <http://www.alfamitoblog.com/> - has had over 180,000 views. And that is not all: as of today,

there have been 3,500 Italian and international blog posts which mention Alfa Mi.To and about 4,200 references to “Alfamitoblog” on international websites.

So, thanks to this original blog, the public can discover in advance the Alfa Mi.To, an up-to-date and innovative car but a name redolent with history. In fact, for Alfa Romeo, the name Mi.To is very evocative and has been chosen as a mark of the deep-seated link between the Brand's past and future, between Milan, the city of design where the style of the car was brought into being, and Turin, which will be the location of its production. A decision which highlights the Brand's strong desire to consolidate its Milanese roots.

Alfa Mi.To is the first car created since the 8C Competizione, Alfa Romeo's icon of style and technology, and it borrows some of the latter's characteristic traits: the particular shape of the side glazing outlined by 'open' unframed windows, the three-lobed motif that distinguishes the front bumper, the shape of the headlights and the LED tail lights. In addition, the interiors are the ultimate expression of “made in Italy” style, a driver and passenger compartment which is welcoming yet sporty, with top-quality materials and the closest attention to detail. The greatest thought has also gone into defining the measurements and the result is a compact and dynamic shape: the Alfa Mi.To is 4.06 metres long, 1.44 metres high and 1.72 metres wide.

Furthermore, great performances are guaranteed by a choice of 4 engines, all turbocharged (petrol and diesel), that currently range from 90 hp to 155 hp, and the range is due to be developed further with even higher power ratings. Performance and handling have been studied and optimised to provide maximum driving pleasure in complete safety. Alfa Mi.To, in fact, offers true Alfa Romeo sporting ride, featuring contractive suspensions - standard on all specifications and engines - that considerably reduce roll; and maximum active, passive and preventive safety, as is demonstrated by the standard VDC stability system and a vehicle structure that is already designed to obtain the top EuroNCAP rating in the future.