

Alfa Romeo at the 2008 Bologna Motor Show

Essential style capable of conveying strong emotions, engineering that is always at the cutting edge – plus superlative road holding and driving satisfaction: these are the qualities that have always set Alfa Romeo apart in the world motoring scenario. The same values lie behind the Alfa Romeo 8C Competizione, a veritable piece of poetry in motion that is remarkable for the sculpted and finely modelled surfaces that provide ideal attire for the engineering and mechanical excellence of this extraordinary car. The Alfa 8C Competizione is also the technical and stylistic template that will be used to create all the Alfa Romeo cars of the future, beginning with the Alfa Romeo MiTo, ‘the sportiest mini’ that packs sensual style, agility and technical excellence made for driving satisfaction into a length of just 4 metres.

This new Alfa Romeo was recently rewarded with the title of "Auto Europa 2009", the most important accolade from the Italian trade press, awarded by the Italian Union of Automotive Journalists (Uiga). A score of 462 enabled the Alfa Romeo MiTo to drive off with the sought-after prize, first set up in 1987, which will be handed over on 3 December on the Alfa Romeo stand at the Bologna show. In previous years, the "Auto Europa" prize, awarded to cars built and sold in Europe that offer buyers the best mix of technology, price and good looks, has gone to the models Alfa Romeo 156 (1998) and Alfa Romeo 166 (1999).

To mark the Bologna Motor Show, the Alfa Romeo Mito has also been extended by the arrival of two new engines: the 120 bhp 1.4 Turbopetrol and the 90 bhp 1.3 JTDM. The former represents the new heart of the petrol range, slotting in between the 78 bhp 1.4 and the powerful 155 bhp 1.4 Turbo while the 90 bhp 1.3 JTDM becomes the new entry level diesel engine, joining the 120 bhp 1.6 JTDM.

The brand new Alfa Romeo MiTo and the gorgeous Alfa 8C Competizione are the stars of an original stand conceived as an ideal blend of design and technology, sportiness and sophisticated styling. The exhibition area is dominated by top-quality materials – glossy lacquer, leather, steel and mirrored walls—reflecting the interior mood of the cars on show. The flooring – featuring inlays of various

materials with different shades of black and steel inserts - provides the perfect backdrop for three Alfa Romeo MiTo cars, positioned on glass with a black lacquer backing and lit by hundreds of micro-led lights. In the centre of the stand, surrounded by the three Alfa Romeo MiTo cars, an Alfa Romeo 8C Competizione stands proudly on a platform coated with a special resin to give an idea of the road and the brand's legendary status on the track and in competition. This striking-looking stand is all set off to perfection by an imposing wall in 'Competizione' red that provides an ideal backdrop to the lithe, unique design of the cars, making them the unquestionable stars of the show. The stage wings are set with lighted niches holding accessories and items from the Alfa Romeo store. All the cars on show are in 'Competizione' red and are the ideal embodiments of Alfa Romeo's main mission: the industrial design of vehicles with state-of-the-art mechanics and engineering, featuring contemporary lines and shapes, that emphasise the qualities of comfort, sportiness, elegance and power intrinsic to the Brand.

All the spotlights will naturally be turned on the latest addition to the family: the Alfa Romeo MiTo. With this car, Alfa Romeo wishes to offer a new generation of Alfa aficionados 'the sportiest mini'. Their new baby is an up-to-date, innovative car that evokes, by its name alone, the glorious past of a brand that has written some of the most important pages of motoring history. The name MiTo has great evocative resonance and was chosen to mark the deep-seated link between the past and future of the brand: between Milan, the city of design that brought the car's style into being, and Turin, which will be responsible for its industrial production.

The Alfa Romeo MiTo is represented at the Bologna show by three cars in the Distinctive specification, all powered by the spirited 155 bhp 1.4 Turbopetrol engine and equipped with the Sport and Premium Pack.

A second focus of the stand is an area dedicated to the exclusive Limited Edition Alfa Romeo supercar: Alfa 8C Competizione, the sports car that has had collectors and fans swooning with desire throughout the world, collecting thousands of orders in just a few days. Five hundred of the cars have been produced by the Alfa Romeo Style Centre and are remarkable for their moulded surfaces that are the ideal attire for Alfa Romeo's engineering and mechanical excellence: a slender line that expresses all the beauty of a veritable piece of poetry in motion that harks back to the brand's glorious past while also carrying forward its attributes of engineering and emotion into the future. The Alfa 8C Competizione is equipped with a mighty 4.7 litre 8 cylinder engine that develops 450 bhp, teamed with a 6 speed robotised gearbox and immediately turns heads due to its unmistakable Italian elegance, an

absolutely unique and unrepeatable style that promises the satisfaction of a sporty drive with full respect for Alfa Romeo tradition.

Visitors to the show can also pick up information material to find out about products on offer from Fiat Group Automobiles Financial Services, a captive finance company created as a joint venture partnership between Fiat Group Automobiles and Crédit Agricole. The company backs Fiat Group Automobiles, in Italy and Europe, with a single mission: to support the sales of Fiat, Alfa Romeo, Lancia, Fiat Professional and Abarth branded cars by offering innovative financial products incorporating high added value services that are aimed at the dealer network and also private and fleet customers. The company also supports medium and long-term investments by the dealer network through the liquidity made possible by the joint venture. In particular, at the 2008 Motor Show, Sava (an operating division of Fiat Group Automobiles Financial Services and a leading provider of finance in Italy) is offering “Alfa Romeo Più” specially for the Alfa Romeo MiTo, the ideal product for a new generation of 'Alfisti'. The package enables customers to buy a new Alfa Romeo MiTo, paying only for part of the car and only for the cost of its effective use. The option of no deposit, low instalments and a secure value backed by the name of Alfa Romeo, plus when the contract finishes the freedom to decide whether to: replace the car with a new one, keep it or return it.

Alfa Romeo MiTo

The Alfa Romeo MiTo has taken another step forward in its stylistic, historical and engineering heritage: for nearly one century, Alfa Romeo has stood as an indisputable symbol of motoring design and Italian sporting style, as well as a towering example of engineering and mechanical excellence. These, in a nutshell, are the distinctive features of the 'sportiest mini': the Alfa Romeo MiTo.

Sporty and compact, Italian style

The MiTo is the first car to be built since the 8C Competizione – Alfa Romeo's icon of style and technology, from which it borrows certain characteristic traits: the particular shape of the side windows described by the flush windows, the three-lobed motif that distinguishes the front bumper, the shape of the headlights and the LED tail-lights. The headlight and tail-light surrounds represent a distinctive personalised feature: a frame featuring different forms of material processing and colours to create an ultra-stylish eye-liner effect that underscores the car's style and aggression. The highly distinctive dashboard and seats ensure that the interior of the Alfa Romeo MiTo represents the ultimate

expression of Italian style, welcoming yet sporty, with high material quality and scrupulous attention to detail.

Much thought has also gone into defining the dimensions, which add up to a compact and dynamic shape that nicely fulfils the requirement for downsizing, one of the buzzwords of present-day automotive design. This trend naturally does not concern only the car's engines but also its weights and dimensions. Downsizing actually means improving energy efficiency, reducing CO₂ emissions and simplifying driving and parking around town. But this new approach to construction does not preclude sportiness. Quite the opposite: the Alfa Romeo MiTo is the best demonstration that the two requirements can be reconciled.

First of all, the car's compact size and the use of special steels mean that it has been possible to achieve outstanding torsional stiffness (101.200 daNm/rad): this is an essential quality to ensure that the car's response is always prompt and accurate. The car's proportions also make a very clear statement that this is a true sports car – it measures 4.06 metres long, 1.44 metres high and 1.72 metres wide – without giving up anything in terms of driving comfort. Quite the contrary: the excellent interior space distribution offers an outstanding amount of room for both driver and passengers.

The Alfa Romeo MiTo is therefore a strong, compact car with mastery of the road and an emphatic personality of its own. This is also borne out by a high waist line – the ratio between body and glass is typical of an Alfa Romeo – and above all a long, very aerodynamic profile (Cd 0.29) that, together with a wide track (1.483 mm), add up to a vice-like grip on the road. Not to mention the fact that the broad tyre tread ensures the best print on the ground under all conditions.

Performance and technology for an exhilarating yet safe drive

Style, design, and more: performance and technology must always be top of the range on an Alfa Romeo. Apart from anything else, an Alfa Romeo has always made its personality known at the steering wheel because these cars are famously synonymous with 'movement and agility'. And the Alfa Romeo MiTo is certainly no exception. The new model displays all the unmistakable hallmarks of peerless driving satisfaction, Alfa Romeo style: beginning with a favourable weight/power ratio (more than one third higher than the average for the segment); adding a centre of gravity near to the roll axis for the best dynamic response - and concluding with mechanical units that can accommodate even sudden movements in safety. The new Alfa Romeo MiTo is therefore self-avowedly an Alfa to the core, confirming an uncompromising sense of control and driving satisfaction.

This out-and-out sporty configuration is also determined by a low ride typical of a true Alfa Romeo and the choice of two tried and tested suspension layouts – Mac Pherson at the front and semi-independent with torsion beam at the rear – already used on other Fiat Group Automobiles models but appropriately revised and updated to meet the standards of handling that customers know they can always expect of an Alfa Romeo car. Amongst other things, the Alfa Romeo MiTo adopts shock absorbers with coilover springs on all specifications and engine versions. This considerably reduces roll, guaranteeing maximum linearity and precision in the steering response (the steering ratio – 12.9:1 – is extremely direct and the trajectories very neutral); and great road-holding, maximum stability in high-speed manoeuvres and the agility of a true Alfa Romeo over tight mixed routes. Not to mention the fact that the four generous disc brakes guarantee an excellent stopping distance: 34 metres from 100 to 0 km/h.

So much for the mechanical options that make the Alfa Romeo MiTo an uncompromising sports car. These features are complemented by the latest new products in the field of electronics. Beginning with the brand new ‘Alfa D.N.A.’ device that the compact Alfa Romeo introduces for the first time in its sector. This control acts on the engine, brakes, steering, suspension and gearbox, allowing for three different vehicle behaviour modes based on the driving style best suited to the situation or the customer’s wishes: supersporting (Dynamic), town driving (Normal), maximum safety even in difficult grip conditions (All weather).

Another innovative product introduced on the Alfa Romeo MiTo is the Q2 Electronic system that acts only on the brakes to guarantee the effect of a self-locking differential. On normal cars, the inner wheel loses grip and the trajectory swings wide when the car accelerates out of a bend: with the Q2 Electronic system, on the other hand, the traction control device brakes the inner wheel and redistributes the torque, applying it to the outer wheel with the greatest grip. This maintains the desired trajectory with optimum traction: with this system, lateral acceleration rises to 1 g as compared to a value of 0.95 g obtained without the Q2 Electronic.

Lastly, the Alfa Romeo MiTo adopts another state-of-the-art electronic device for maximum handling: the DST (Dynamic Steering Torque) system that complements the electronic power steering as part of the Vehicle Dynamic Control system. In detail, the DST makes it possible to apply a slight torque to the steering to suggest the correct manoeuvre to the driver. This takes place in very specific

circumstances, e.g. to compensate for oversteer or to make the effort at the steering wheel proportional to the steering angle, or to maintain a trajectory if the grip is different on either side.

Powerful, smooth and environmentally-friendly power units

Driving satisfaction means also being able to count on lively and reliable power units. The engines that power the Alfa MiTo (developed and produced by FPT - Fiat Powertrain Technologies) are at the cutting edge of automotive engineering in terms of technology, performance and respect for the environment. To mark the Bologna Motor Show, the Alfa Romeo Mito has been extended by the arrival of the 120 bhp 1.4 Turbopetrol unit and the 90 bhp 1.3 JTDM unit.

The new petrol unit delivers a maximum power output of 120 bhp at 5,000 rpm and a torque of 206 Nm at 1750 rpm. The engine is capable of a searing performance (top speed 198 km/h, acceleration 0-100 km/h in 8.8 seconds) and proves to be a very balanced unit offering an excellent weight/power ratio. It also joins a market band where almost all our competitors offer aspirated engines.

The new 1.3 JTDM diesel engine is part of the new generation of Turbodiesel units with a JTDM direct injection fuel system and variable geometry turbocharger. This engine represents the new entry level option in the Alfa Romeo Mito diesel range, joining the 120 bhp 1.6 JTDM. In detail, it is a 4 cylinder inline unit with 16 valves, capacity of 1.248 cm³, bore of 70 mm and stroke of 82 mm. The power unit delivers a maximum power output of 90 bhp at 4000 rpm and a torque of 200 Nm at 2000 rpm. It offers very low fuel consumption, guaranteeing a combined fuel consumption of 4.5 litres per 100 kilometres. The CO₂ emission level, amounting to 119 g/km, is consequently very low and entitles the Alfa Romeo Mito to a place as one of the lowest emission cars in its segment. All this bounty should not make us overlook the performance and driving satisfaction that have always been a particular feature of Alfa Romeo cars.

The two new engines will join the 120 bhp 1.6 JTDM, the 155 bhp 1.4 Turbopetrol and the 78 bhp Junior.

The 120 bhp 1.6 JTDM is the best engine in its category in terms of specific power (it can achieve a mighty torque of 320 Nm at just 1750 rpm), while also boasting 80% lower particulate emissions and 20% lower CO₂ emissions than the previous generation of power units. In the same way, the top of the range car in terms of power – the 155 bhp 1.4 turbopetrol – offers extraordinary performance for this

capacity (top speed of 215 km/h and acceleration from 0 to 100 km/h in just 8.0 seconds) with a 30% reduction in fuel consumption and CO₂ emissions compared to cars of the previous generation. Not to mention the fact that Alfa Romeo power units may be distinguished by their unmistakable Alfa Romeo sound that emphasises the unique nature of the car while complying fully with type approval constraints and environmental aspects.

At a later stage, the Alfa Romeo MiTo engine range will be further extended to include higher power ratings and the introduction of other new features developed by FPT – Fiat Powertrain Technologies such as the Multiair electronically controlled valve lift system and the innovative DDCT (double clutch) automatic transmission.

Segment-beating safety and dynamic behaviour

The Alfa Romeo MiTo was built to obtain the maximum Euro NCAP rating in the future. For this reason, the new model unveils the most sophisticated electronic devices for control of vehicle dynamic safety: Vehicle Dynamic Control (not disengageable) that manages important functions such as the Hill Holder, traction control, assisted panic braking, MSR to prevent the wheels locking during overrun, DST (Dynamic Steering Torque) and Q2 Electronic. All these systems guarantee both driving safety and vehicle traction - hence performance.

The Alfa Romeo MiTo has also been designed to achieve the maximum safety rating: it offers total protection for driver and passengers, as evidenced by 7 airbags as standard (two of which are Multistage); three-point seatbelts with pretensioners and load limit limiters; S.A.H.R. (Self Aligning Head Restraint) system, an anti-whiplash device built into the backrest on the front seats. Not to mention the contribution to occupant protection made by the body, the bonnet, the doors and the dashboard crossmember in addition to the seats and steering column, that have been designed with a view to their behaviour in the event of an accident.

In the field of preventive safety, the Alfa Romeo MiTo also offers headlights with a daytime function (known as daytime running lights) that automatically turns on the side lights when the engine is turned on – to meet a specific standard that will enter into force in 2012 – and LED tail-lights that offer greater brightness than conventional bulbs, for greater safety.

To make drivers, particularly young drivers, aware of the topic of accident prevention and safety when at the wheel, an alcohol kit consisting of three testers is present on board the Alfa Romeo MiTo.

Maximum in-car wellbeing

The Alfa Romeo MiTo is also a distillate of technological innovation when it comes to on-board wellbeing. The new car is also able to offer the most advanced devices and systems in the in-car entertainment field due to its cooperation with the very best partners in each sector.

For example, music fans will love the radio with CD-MP3 player or, as an option, steering wheel controls and a Bose® Hi-fi. Or you can access the countless functions of the Blue&Me® device, a system developed in conjunction with Microsoft that offers handsfree operation with a Bluetooth® interface and advanced voice recognition, USB port, MP3 player and SMS interpreter, also available on the MiTo in the two latest versions, i.e. NAV (with pictogram navigation systems) and MAP (with a navigation system on a remote display applied to a special port on the dashboard).

Lastly, a dual zone automatic climate control system and, in the future, a panoramic sun-roof of ample proportions contribute to the satisfaction of travelling on board the Alfa Romeo MiTo.

Diverse range and custom purchase packages

The Alfa Romeo MiTo is aimed at demanding customers who love to stand out in a crowd and offers two specification levels and two packs in all markets. From the first specification level, the MiTo boasts all its distinguishing features, namely Alfa Romeo D.N.A., VDC with Hill Holder and Electronic Q2, DST, LED lights, suspension with coilover springs, the maximum safety level, an alcohol tester kit and a trip computer.

In Italy, the MiTo comes in two specifications: Progression and Distinctive. In detail, the Progression offers the features listed above plus a radio with CD and Mp3 player and, as an option, two interiors with coordinated dashboard and seats (black and red).

The Distinctive offers everything offered by the Progression plus 16" alloy rims, chrome frames, chrome line, air conditioner, leather steering wheel, gear knob and handbrake grip, matrix panel and an interior with carbon look dashboard to match the seats (in a choice of three colours: black, red and blue).

The 78 bhp 1.4 is also available in the Mito Junior specification for younger drivers, with Blue & Me Nav as standard and a leather steering wheel with controls.

The MiTo range offers a new departure for Alfa Romeo: two packs, Sport and Premium, that may be bought together, both available only with the Distinctive version. The Sport Pack includes a fog light, sporting rear bumpers, spoiler, 17" or 18" alloy rims, instrument panel with white lighting, 3-D effect fabric in 2 colours. The Premium Pack also includes a dual zone climate control system, rear parking sensor, steering wheel controls, cruise control, front armrest with oddment compartment, passenger side lumbar adjustment and 12v power point in the luggage compartment.

Five types of alloys are also available (from 16" to 18") and 10 body shades, of which 5 metallic, that reflect every facet of the sporting spirit of the new Alfa Romeo (no fewer than 5 colours have been introduced for the first time on the Alfa Romeo MiTo). All this also comes with the option of personalising the tail-light and head light frames and also the door mirror housings, all available in 14 different colours. This broad and diverse range confirms the unique nature of the new model.