

ALFA 8C COMPETIZIONE WINS A TOP DESIGN AWARD

October 2008 - Alfa Romeo's awesome Alfa 8C Competizione supercar has scooped the award for Best Design of the Year in Auto Express 2008 New Car Honours. The announcement came after more than 4,000 Auto Express readers voted in the category, putting the Italian 4.7 V8 head and shoulders above its rivals, and the Auto Express judging panel agreed with their verdict.

Editor of Auto Express, David Johns, said: "Choosing the best designed car of the year is never easy, so we turned to the experts for help – Auto Express readers. Only one car was ever going to win – Alfa Romeo's 8C Competizione simply blew the opposition away."

Marketing director of Alfa Romeo UK, Nicholas Bernard, added: "It's fabulous to know that this supercar has stirred the emotions and unified car fans across the UK. It is the epitome of the Alfa marque and will provide the design inspiration for future models."

Significantly, many of the design cues from the Alfa 8C Competizione have been projected on Alfa Romeo's eagerly awaited Alfa MiTo. Dubbed the sportiest compact car in the world, the Alfa MiTo is destined for UK roads in January 2009.

Source: Designtaxi