

## **ALFA ROMEO SET TO TAKE PART IN THE BARCELONA**

09.10.2008 - For the third consecutive year, Alfa Romeo Automobiles is about to take part in Barcolana 2008 as Main Sponsor. Together with the 8C Competizione, the indisputable star of this show, held in Trieste, is the Alfa Romeo MiTo, which is not only the official car of the 40th edition of Barcolana but also the partner and special guest of the Barcolana Festival – planned from 9 to 11 October – that about to rock the Piazza dell'Unità in Trieste with music and live concerts.

Visitors will also naturally be eagerly awaiting a sight of the Alfa Romeo maxi yacht belonging to the New Zealander Neville Crichton who – after sweeping the board with wins in 2003, 2004, 2006 and 2007 - will bring to Barcolana many of the helmsmen who sailed in the Alinghi, defender of the America's Cup.

The range of activities planned by Alfa Romeo to promote Barcolana and highlight our own brand name will include: an Alfa Romeo area dedicated to the Alfa Romeo MiTo that will be available to the numerous visitors and fans who will throng the streets of Trieste. This year, the stand has been extended to accommodate our icon, the Alfa Romeo 8C Competizione (the inspiration behind our new baby, the MiTo) – together with a lounge area and an info point providing full information on the Alfa Romeo brand. The Alfa Romeo MiTo will be the official car of Barcolana, offering a courtesy car service throughout the week of the event, while a hot flame-red 8C version of the Alfa MiTo will pose alongside the Barcolana Festival stage.

Sergio Cravero, Alfa Romeo's Worldwide Marketing Manager had this to say: "Barcolana "oozes" passion for the sea, for sailing and for music: this heady mix of emotions and participation is unequalled in Europe, on land or sea. We could not have found a better stage for our MiTo, created in a spirit of out-and-out sportsmanship, in the style of the Alfa 8C, featuring compact dimensions, determined lines and all its sights set on big-time racing. The visitors who flock to Trieste each year display all the feelings and dedication typical of the sailing fraternity. A world that beautifully epitomises all the values that have always inspired our brand, of which the MiTo is the ultimate expression: passion, racing, performance, style and sport."