

MiTo Stars on Alfa Stand in Bologna as 149 is Confirmed for Next Autumn

5 Dec 2008 - Alfa Romeo has lined up the Alfa MiTo on its stand in Bologna as the new coupé makes its Italian motor show debut, also while confirming that the new C-segment Alfa 149 model is firmly on track for a debut next autumn despite the current severe economic crisis that has seen a rapid falling off in demand for new cars.

Alfa Romeo brand CEO Luca De Meo told reporters at the 33rd Bologna Motor Show on Wednesday that the all-new replacement for the long-running Alfa 147 will be ready for a public debut at the Frankfurt IAA early next autumn. "The 149 is confirmed for the fourth quarter [of 2009]," De Meo told reporters at Italy's main motor show. Progetto 940, dubbed as the Alfa 149, is a much needed replacement for the aging Alfa 147 which is now 8 years old; the C-segment contender will feature 5-doors, a new platform, and will see the debut finally of Fiat Powertrain's new Multiair technology. The arrival on the market of the MiTo this summer has helped to contribute to sales of the 147 slumping in recent months.

The Alfa Mito dominates the Alfa Romeo stand at the show, as it continues to make inroads into the Italian market ever since its summer launch. Last month it found 1,853 new Italian owners, making it the market's best selling coupé, and bringing the total number on its home roads up to 6,386 units.

At the show the Alfa MiTo celebrates collecting its first major award as, at the end of October, it voted *Auto Europa 2009* by the *L'Unione Italiana Giornalisti dell'Automobile (Uiga)*. After amassing 462 points, the Alfa MiTo ran out as the clear winner, finishing up more than 100 points in front of the second-placed Lancia Delta, making it a clean sweep of the top-two positions for Fiat Group Automobiles. Third place in the Italian journalists' voting went to the new Ford Fiesta, which collected 295 points, while the final top six was rounded out by the Citroën C5, Jaguar XF and Volvo XC60.

In Bologna two new engine options have been added to the range: the 120 bhp T-Jet petrol and 90 bhp 1.3 JTDM turbodiesel. The former unit will plug a big gap in the current petrol engine range, slotting in between the entry-level 78 bhp 1.4 and the sporty 155 bhp T-Jet. The latter unit will provide a genuine entry-level option for the diesel range, complimenting the current 120 bhp 1.6 JTDM turbo diesel.

(Source: Italia Speed)