



## **ALFA ROMEO AND COMPAGNIA DUCALE SRL PRESENT THE FIRST IN A SERIES OF SPECIAL SPORTS BICYCLES**

Alfa Romeo is in the process of creating a quality bicycle range in tune with the dynamism and sporty nature of the Alfa Romeo brand. In total three individual types of Alfa Romeo bicycle will go on sale over the coming year, with the “Alfa Romeo Stradale” being the first.

The Alfa Romeo Stradale bicycle was designed in collaboration with Milan-based Compagnia Ducale srl, represented by Veber Ferrari. Veber Ferrari created the design with Wolfgang Egger, chief designer at Centro Stile Alfa Romeo. The shape of the Stradale’s frame has been inspired by the dynamic arrow-shaped Alfa Romeo grille, a feature which has always been a prominent and important feature on Alfa Romeo models ever since the 1946 6C 2500 Freccia d’Oro.

The “scudetto” frame is made from TIG welded aluminium series 7005 alloy, whilst the fork is realised in partially exposed carbon fibre to emphasise the quality, emotion and sportive nature of the Alfa Romeo brand. The Stradale is finished to a high standard and, true to the Made in Italy theme, is entirely fabricated from Italian components, with the exception of the Michelin tyres. Main suppliers include Campagnolo for the 2x10 gears, Miche for the 28-spoke wheels and brakes, and Sella Italia for the saddle which has specifically been designed for comfort and protection of the prostate.

Not only is the Stradale name evocative of legendary Alfa Romeos such as the 1967 Tipo 33-2 Stradale, but it also intentionally suggests as to where and how the bicycle will be used: a bicycle for daily use on the street, however a product which provides great emotion to the owner. The result is a bicycle which introduces a new concept of combined sport, comfort and elegance.

Thanks to its aggressive and slender line, together with its dynamism and compactness, the Stradale combines all the elements which distinguish the style of Alfa Romeo. In total, the bike weighs no more than 9,8 kg, and comes standard with a bespoke red cover. The price is a respectable 1.690 euros, and the bicycle will go on sale at selected Alfa Romeo dealers and bicycle shops as well as at the Mirafiori Motor Village. Owners of the Alfa Romeo Stradale bicycle so far include Sergio Marchionne, Lapo and John Elkann, Antonio Baravalle, a renown Swiss Alfa Romeo collector, and a large Italian-based Alfa Romeo club.

The Stradale bicycle made its international debut at this year's Geneva Motor Show back in February together with the new Alfa 159 Sportwagon and Spider, however it made another official appearance at the Festa d'Italia in Genk, Belgium. The Festa d'Italia, which was held during the evening of Saturday June 3, was organised to celebrate the 60th Festa della Repubblica, the anniversary of the proclamation of the Italian Republic, on June 2.

Maurizio Scanavino, official spokesman for Brand Promotion Alfa Romeo, Fiat and Lancia, unveiled the Alfa Romeo Stradale bicycle together with Vezio Pagnotta (President of the Alfa Romeo European Dealers Association) and Paolo Pagnotta (from dealership Pagnotta Alfa Romeo) to an impressed audience. The particular prototype bicycle on display will be auctioned off, with the proceedings going to a special cause. On hand was also the brand-new Alfa Brera 2.4 JTDM resplendent in Grigio Touring, as well as the Alfa 159 2.4 JTDM, now available with a 6-speed Q-Tronic automatic transmission. Other cars included a Ferrari 360 F1 Spider, Fiat Grande Punto, Lancia Ypsilon Bicolore and an ex Mille Miglia Lancia Aurelia B20 GT which fittingly represented the centenary of the Turin-based brand during this festive occasion.



The Festa d'Italia was organised by the leading Italian companies of the Belgian Limburg region, including Ralux (a leading European carpet manufacturer, owned by the Italian Radici chemical group) and the Belgian importer for Scrimaglio wines (the official Alfa Romeo, Fiat, Lancia and Juventus branded wine). The evening was closed off with an exciting fireworks display and a glass of grappa. Also recently unveiled in Italy is the Alfa Romeo Cross, a mountain bike finished in the same gold colour as the Alfa Romeo Kamal crossover concept car. This particular bicycle, with front suspension and a Kamal-inspired frame, will cost around 2.500 euros. Alfa Romeo will be unveiling their final bicycle, a limited edition carbon fibre racing bike, at the Paris Motor Show in September alongside the production version of the 8C Competizione sports car. This particular bicycle will cost in the region of 4.000-5.000 euros, and will probably be limited to around 30 units.

Alfa Romeo Stradale technical specifications:

Design:	Centro Stile Alfa Romeo
Frame:	Alloy series 7005, TIG welded
Fork:	Carbon fibre
Handle bars:	Integrated aluminium
Crankset:	Campagnolo Veloce 2x10 "Compact"
Front / Derailleur:	Campagnolo Veloce CT
Shifters / brake levers:	Campagnolo Veloce "Ergopower Flat Bar"
Wheels:	Miche Racing 28 spokes
Saddle:	Sella Italia
Tyres:	Michelin Sport 700x23
Pedals:	Double System
Net weight (kg):	9,8

## **LUIGI THE FIAT 500 IS SET TO STAR IN PIXAR'S LATEST ANIMATED MOVIE "CARS"**

"Luigi", a Fiat 500 who runs the local tyre shop, will be one of the animated stars of Pixar Studio's latest hollywood movie blockbuster "Cars" which goes on general release this Friday. The tyre shop (called the "Casa della Tires") will be home to the "Leaning Tower of Tyres" and as an avid racing fan, "Luigi", who is a 1959 version, is biased toward Ferrari sportscars. Actor Tony Shalhoub from TV's "Monk" will provide Luigi's voice.

The movie, which will be the seventh blockbuster from the Pixar Animation Studio, is set to be one of the summer's big international hits and will neatly raise awareness of the iconic "500" brand name just as Fiat Centro Stile are in the midst of putting the finishing touches to a successor to the famous tiny car which revolutionised Italian post-war motoring. The new model will be based on the Panda platform, is set to be built at Fiat's Tychy factory in Poland and take its styling cues from the well-received recent 'Trepino' 3+1 seat concept car.

The animated movie "Cars" will focus around Lightning McQueen (voiced by Owen Wilson), a hotshot rookie race car driven to succeed, but who discovers that life is about the journey, not the finish line, when he finds himself unexpectedly detoured in the sleepy Route 66 town of Radiator Springs. On route across the country to the big Piston Cup Championship in California to compete against two seasoned pros, McQueen gets to know the town's offbeat characters -- including Doc Hudson (a 1951 Hudson Hornet with a mysterious past, voiced by Paul Newman), Sally (a 2002 Porsche voiced by Bonnie Hunt), and Mater (a rusty but trusty tow truck voiced by Larry The Cable Guy) and of course Luigi the Fiat 500 (voiced by Tony Shalhoub) - all who help him realise that there are more important things than trophies, fame and sponsorship. The all-star vocal cast also includes free-wheeling performances by Michael Keaton, Cheech Marin, George Carlin, Katherine Helmond, and John Ratzenberger.



*The tyre shop (called "Casa della Tires") will be home to the "Leaning Tower of Tyres" and as an avid racing fan, "Luigi", who is a 1959 model, is biased toward Ferraris.*

Delivering more fun and authenticity to the cast for "Cars" are vocal performances from some of the all-time greatest names from the racing world including the legendary Richard Petty, plus "drive-on" roles by Mario Andretti, Dale Earnhardt, Jr., Darrell Waltrip

(who holds the record for five-wins in the NASCAR Coca Cola 600), and Michael Schumacher, the ace German Formula One racing legend, who is a seven-time Grand Prix World Champion, and is widely considered to be the best Grand Prix racing driver of all-time.

Cars, the seventh animated feature film to be created by Pixar Animation Studios and released by Walt Disney Pictures, is directed by Pixar's two-time Academy Award-winner John Lasseter, who directed Toy Story, A Bug's Life, and Toy Story 2. Cars is produced by Darla K. Anderson (A Bug's Life, Monsters, Inc.). Cars will be the final original film produced under Disney and Pixar's highly successful partnership.

Pixar Animation Studios combines creative and technical artistry to create original films in the medium of computer animation. Pixar has created and produced six of the most successful and beloved animated films of all time: Academy Award-winning Toy Story (1995); A Bug's Life (1998); Golden Globe-winner Toy Story 2 (1999); the Academy Award-winning Monsters, Inc. (2001); the Academy Award-winning Finding Nemo (2003), and The Incredibles. Pixar's six films have earned almost US\$3 billion at the worldwide box office to date. The Northern California studio's next release is Cars (June 9, 2006).

## THE NEW FIAT 500 BREAKS COVER AS A DISGUISED MULE IS SNAPPED TESTING

The forthcoming Fiat 500 has sensationally broken cover in the flesh for the first time: a heavily disguised prototype has been caught by a photographer from Italian magazine Quattroruote testing around the streets of Turin. Although the car's official arrival is still scheduled for more than a year's time the prototype snapped this week gives an immediate impression that the project is much more advanced than had been believed, and its appearance could be brought forward. Fiat Auto have been working flat out to bring down development times for new models, in fact the new C-segment Stilo has been designed using highly advanced computer simulation methods, and the firm's pioneering in the area seems to be already bearing fruit.

Although enveloped in the traditional thick plastic disguise, the Fiat 500 'mule' appears to adhere very closely to the cheeky Trepino showcar which created such a stir when it was unveiled at the Geneva International Motor Show in 2004 and after winning the hearts of the press and public alike, formed unstoppable momentum to a point where this project was given the green light. The new 500 model seeks to pick up the baton of the original iconic model, one of the most famous and successful Fiat Auto models ever, and restore the Turinese carmaker's historic reputation for building exciting and innovative small 'city' cars, a reputation that was revived three years ago by the arrival on the market of the 'Car of the Year' award winning Panda model. In fact the new Fiat 500 will be closely based on the new Panda's floorpan and mechanicals, but with a length of around 3.5 metres, and will be build alongside it at Fiat's Tychy plant in Poland. The new car will also form the basis of Ford's next-generation Ka model range, the US carmaker being a full partner in the project.



Details of the new Fiat 500 project remain very scant but engines will reportedly include a 1.1-litre petrol unit and a turbocharged version of the 1.3 Multijet 16v. With Fiat Auto now planning a full-scale revival of the legendary 'Abarth' performance division, a 'hot' version, branded with the Scorpion logo, has to be a likelihood.

In the meantime Fiat are steadily building up public anticipation of the new model. On May 3rd, with 500 days to go to the launch of the new 500 they kicked off an international operation known as "500 wants you". It is a revolutionary project that uses the internet from where it will extend to other means of communication, with one single goal: to involve the public in planning the evolution of Italy's most popular runabout. "500 wants you" started off as a huge online laboratory, where users could discover the stylistic concept of the new car, express their preferences, propose ideas and contribute, for the first time in motoring history, to its creation, in a combined, active way. The [www.fiat500.com](http://www.fiat500.com) site has since its launch been open to the public's contributions and expectations, which will be assessed and possibly used during the actual development of the product. Yesterday, after 50 days online, Fiat reported that the website had received 500,000 hits.

Photos courtesy of Quattroruote

## FIAT 500 "INTERACTIVE" WEBSITE PROVES A BIG HIT

The new interactive multimedia platform created for the New Fiat 500 has reached the milestone of 500,000 hits and 5,000,000 page views after just 50 days on line. Developed and produced in close cooperation by the creative team of Leo Burnett and Arc Torino, the site targets fans of the legendary Fiat and, through its Concept Lab, has received more than 50,000 configurations, ideas for accessories and personalisations for the new model. And today some new initiatives have joined the site to enhance the "500 wants you" project.

First, "500 ciak you", a competition designed for young videomakers, has begun. Participants are invited to shoot a video of up to 90 seconds that tells the story of the 500 in a personal style, with irony, optimism and light-heartedness. The video may be shot with any kind of videocamera, cell phone or other instrument, or made as a computer animation. Prizes include, 4 Samsung Ego-cam VP-X 220L videocameras of a total value of 3,000 euros. The second initiative is "500 faces", a game that invites visitors to interpret a detail of the 500 with a facial expression of their own choosing.



[www.fiat500.com](http://www.fiat500.com)

Users can choose images proposed by the Fiat brand or submit, along with their interpretation, a different photo of the car that has inspired them. The most amusing photo will be chosen every 50 days. All shots chosen will go to make up an exclusive morphing screensaver.

Finally, "500 wants a mascot" has also begun. This is a competition designed to produce a mascot for the New 500. Participants can draw their inspiration from the spirit of the project "500 wants you" and try to imagine what the new car should look like. First prize is a gold ingot worth 3,000 euros. Initiatives open to everybody, in short, in full respect for the 500 philosophy: "a car created for people, from people's ideas".



Rowan's impression

