

AUTODELTA J5 3.2



Autodelta launched their newest model, the Autodelta Brera J5 3.2 C in the courtyard of the prestigious Hotel Metropole at Casino Square in Monte Carlo this morning. Their first bespoke model to be based on the "new breed" of Alfa Romeo model, this sports car which is powered by a supercharged 3.2-litre engine, revives the brand's J-series designation. The Autodelta Brera J5 3.2 C offers 348 bhp and 430 Nm torque as well as upgrades in the areas of the transmission, electronics, braking, suspension and styling. Its presentation came at the culmination of a pan-European debut tour which took in Holland, Germany, Switzerland and Italy before today's unveiling.

SPEECH BY MR JANO DJELALIAN AT THE LAUNCH OF THE AUTODELTA BRERA J5 3.2 C

I'm really pleased to be here in front of you this morning to officially launch the new Autodelta Brera J5 3.2 C, which comes at the culmination of a very long week that has seen many of us here thrown together for an adventure which I hope has been a lot of fun.

The new J5 I believe signals the start of an exciting new chapter in the history of Autodelta, and this event is of special significance as we rapidly approach our twentieth anniversary year. It has been a long journey, and some of you have made that journey with us right from humble beginnings, with others joining along the way. It is very pleasing to me that many of you, who closely share the values we have always pursued: "Ultimate Alfa Romeo Performance" as our tag line says, are here today, and I hope that you will be travelling with us on the next stage of our journey. I would like to thank you all for your great support along the way; it has certainly helped to keep us focused on our goals.

The "new breed" of Alfa Romeo models, as the Alfa 159, 159 Sportwagon, Brera and Spider have been referred to, offer us an unrivalled opportunity to take the Autodelta brand forward a significant step. These four cars have been generally well received by the media and Alfa enthusiast's alike, who though have been concerned by a number of issues such as power and weight.



The door is wide open for to grasp the opportunities now presented, and we taken up the challenge with relish. I believe that the Autodelta J5 Brera 3.2 C – as we have christened the new car – pushes this new sports car’s overall performance and dynamic envelop out a significant step, enhancing the Alfa Brera’s inherent values and creating a new all-round package that will be well received. Most Alfa enthusiasts’ I think - by now - understand our core values and what we are trying to achieve and I believe they will be quite pleasantly surprised by the improvements we have made, when we make the J5 available for test drives within the next few weeks.

In approaching this new project as I have mentioned we have listened to feedback from the media, dealers and owners, etc, about the Alfa Brera and taken their suggestions on board. However we have also been very impressed by the sum parts of the overall package which we found during our extensive development to form an excellent platform for us to build upon. We have also combined our knowledge of tuning Alfa Romeos to come up with innovative new solutions, based foremostly around our long experience of supercharging, but also in the area of the transmission, brakes, suspension and styling.

With this project we have also had input from a number of partners who have each contributed in a different area, and I would like to take the opportunity to thank them now: Dunlop, OZ Wheels, Rotrex superchargers, Ragazzon exhausts and Mangoletsi. It has also been great that Mangoletsi have entered a car on the Tour and are with us today.

Next year we will also roll out a number of initiatives to celebrate our 20th anniversary in style, including a special “20th anniversary” version of the Alfa Brera sports car which will be limited to just 20 numbered units and which will offer a series of new features, including the results of our programme to address this platform’s overall weight issues.

