

## **Alfa Romeo Asks the Alfisti Fandom for Help in Naming an All-new European Offering** ***Have your say on the Brand's official social channels***

June 7, 2023, Windsor, Ontario -

Strengthened by the bond of enthusiasts, Alfa Romeo will look to its social media channels and call the Alfisti fandom into action, asking for input on the naming of an all-new European product from the Biscione brand.

The project, codenamed "Kid" is an all-new Sport Urban Vehicle from Alfa Romeo and will add to the brand's range of vehicles in Europe, which includes the Giulia sedan, the Stelvio SUV and the Tonale compact SUV.

Alfa Romeo intends to rewrite the rules for the brand's entry for this segment. The rapidly evolving automotive landscape offers a broad selection of SUVs. Alfa Romeo's latest addition will redefine ambitions, applying Sporty DNA to the segment.

While the Tonale marked the brand's "metamorphosis" into electrification, Alfa Romeo's upcoming product will be the first full-electric vehicle.

Positioned at the apex of the premium segment, the features that make the new offering an authentic Alfa Romeo will be shared at a later date. The all-new model is due to debut for Europe in the first half of 2024.

After the Giulia marked the brand's renaissance, Alfa Romeo selected the names of two mountain passes, Stelvio and Tonale as vehicle names. Rumours of "Brenner" as the next nameplate are false. Does this suggest a change of direction in the communication strategy? What will the name of the next Alfa Romeo Sport Urban Vehicle be?

Share your opinion.

### **Alfa Romeo**

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. The all-new Tonale is Alfa Romeo's first compact SUV and the vehicle marks a radical evolution taking place at the brand, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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