

WITH OUR DNA, THE TRACK ALWAYS BECKONS

The courage to reach further — it's what sets this Brand, its designers and its drivers apart. Racing still serves to prove and inspire Alfa Romeo design, long known to be geared for both track and street. It has produced a wide range of innovative vehicles that are now hailed as classics.

1910 The 24 HP was the very first car produced at the ALFA factory, with a top speed of 99 km/h (62 mph). The "Corsa" version of the 24 HP stood out at the 1911 Targa Florio.

1929 Enzo Ferrari began as a test driver for Alfa and soon took charge of the entire racing program. He established "Scuderia Ferrari" in Modena, modifying and tuning every Alfa Romeo race car, resulting in a winning record that still shines brightly on the Alfa Romeo name.

1932 In the 1930s, the Vittorio Jano-designed Gran Premio Tipo P3 was a force — it clocked an unheard of top speed of 233 km/h (145 mph). It took 46 Grand Prix checkered flags in a three-year period.

1938 Alfa Corse, the in-house racing team for Alfa Romeo, prepared four 8C 2900B cars for the 1938 Mille Miglia, continuing to dominate there by taking the top two positions.

1953 A derivation of the Alfa Romeo 6C 3000 prototype increased engine capacity to 3,495 cc and produced a top speed of 251 km/h (156 mph). It was the winner of the first Gran Premio Supercortemaggiore held in Merano in 1953.

1954 Alfa Romeo introduces Giulietta in several different street models along with a competition-only two-seater, the Giulietta Sprint Zagato. Its all-aluminum and plexiglass construction achieved optimal power and weight ratios with lightweight strength innovations.

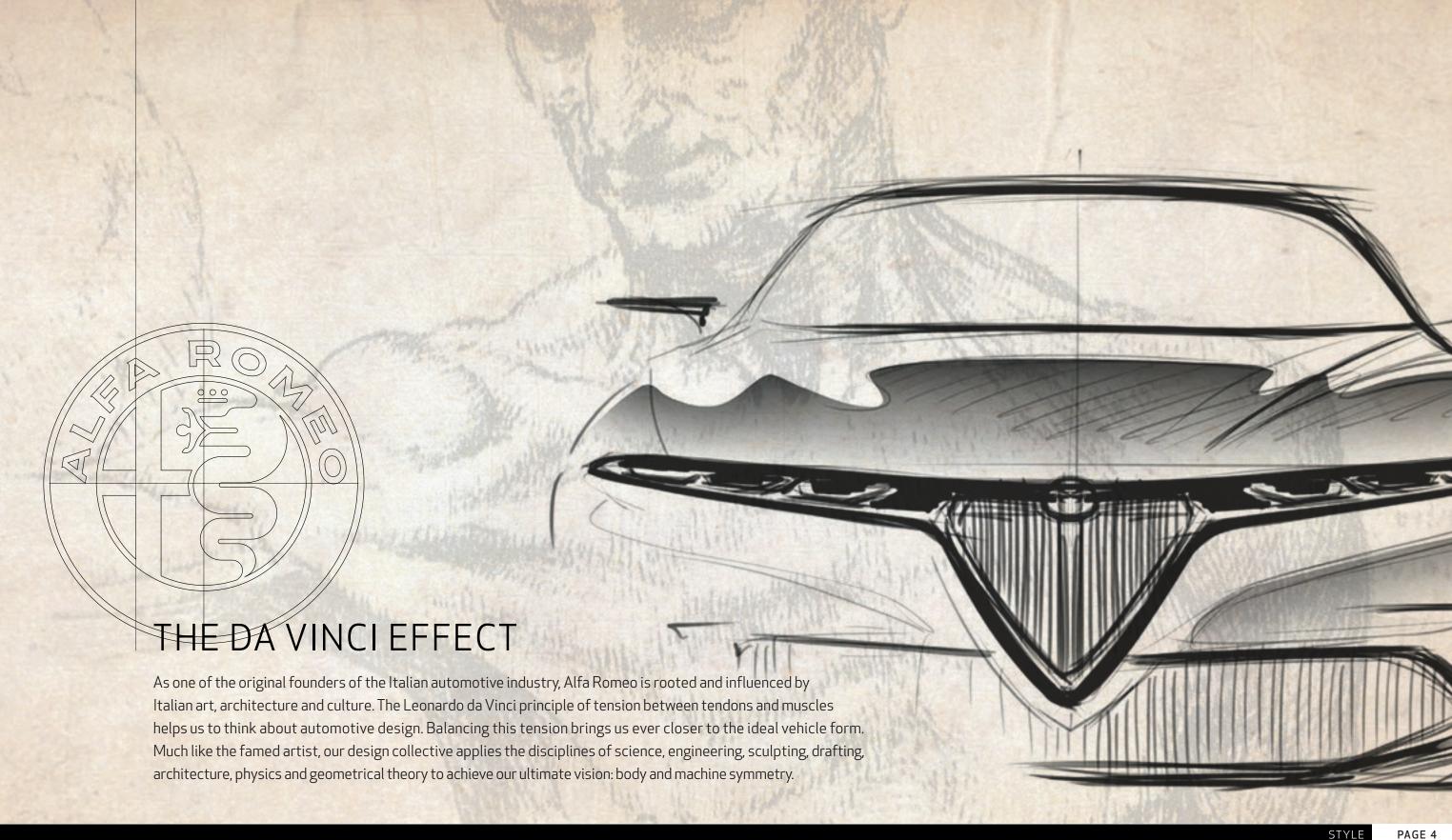
1965 Production of subsequent Giulia models for both road and track continued on and off for decades to come, achieving numerous class wins in demanding events such as the 24 Hours of Le Mans, the Targa Florio, the Sebring 12 Hours and the Nürburgring 1,000 km (621 miles).

1967 Enter the Tipo 33 Stradale — often called the most beautiful car of all time. With only 18 produced, the car is extremely rare. The value of each is almost impossible to determine as the 33 Stradale is hardly ever traded.

2015 After the long-awaited North American introduction of the Alfa Romeo 4C, June 2015 revealed the new Giulia Quadrifoglio, the most impressive reincarnation of the Giulia to date featuring a whole new level of power-to-weight engineering.

HISTORY Giulia Quadrifoglio shown in Verde Montreal. PAGE 3











Always harkening to its roots, the Giulia Quadrifoglio proudly carries on the historic good-luck tradition of the four-leaf clover badge — distinguishing the very top Alfa Romeo performers since 1923.

Features include 19-inch Dark Tecnico aluminum wheels with Pirelli® performance tires, performance front and rear fascias, carbon fibre active aero front splitter, dynamic dual-mode quad exhaust and high-performance Brembo® brakes with Anodized brake calipers.



Memorable performances start with great seats. Enjoy power driver and front-passenger seats, including lumbar support bolsters and manual thigh support.









Available Sparco racing seats shown in Black with White and Green accent stitching.

PERFORMANCE













SAUBER Engineering

Alfa Romeo Racing and the Giulia Quadrifoglio share a special bond: Alfa Romeo DNA that's steeped in pacesetting innovation. Alfa Romeo has long leveraged racetrack technology with street-smart design, making its mark in Formula 1 racing and commuter lanes alike.



RACING Since 1910











Giulia Veloce interior shown in Black leather trim.







Giulia Ti interior shown with Genuine Dark Grey Oak Wood interior trim, Black leather-trimmed seats and standard dual-pane sunroof.







PATENTED ALFA LINK™ SUSPENSION

Giulia excels at high-lateral acceleration with its front double-wishbone suspension. Its semi-virtual steering axis delivers rapid, accurate steering. In the rear, a patented $4^1/_2$ -link system makes for optimum lateral grip and comfort on any surface.

INTEGRATED BRAKE SYSTEM (IBS)

The innovative IBS combines stability control and other traditional brake system components into one unit, reining in all that Giulia dishes out. Pedal feel is acutely responsive, Antilock Brake System (ABS) vibration is minimized and response time is instantaneous for shorter braking distances.

HIDDEN ASSETS

CARBON FIBRE DRIVESHAFT

An ideal power-to-weight ratio is the outcome of Giulia's lightweight, high-tech materials — including the use of carbon fibre for the driveshaft. It works to enhance Giulia's overall balance and response, providing exceptional handling even in extreme conditions.

ALL-ALUMINUM 2.0L TURBO-CHARGED 4-CYLINDER ENGINE

What's under the hood is over the top with 280 horsepower, 306 lb-ft of torque, 0-100 km/h in 5.3 seconds (0-60 mph in 5.1 seconds) and a top track speed of 240 km/h (149 mph).

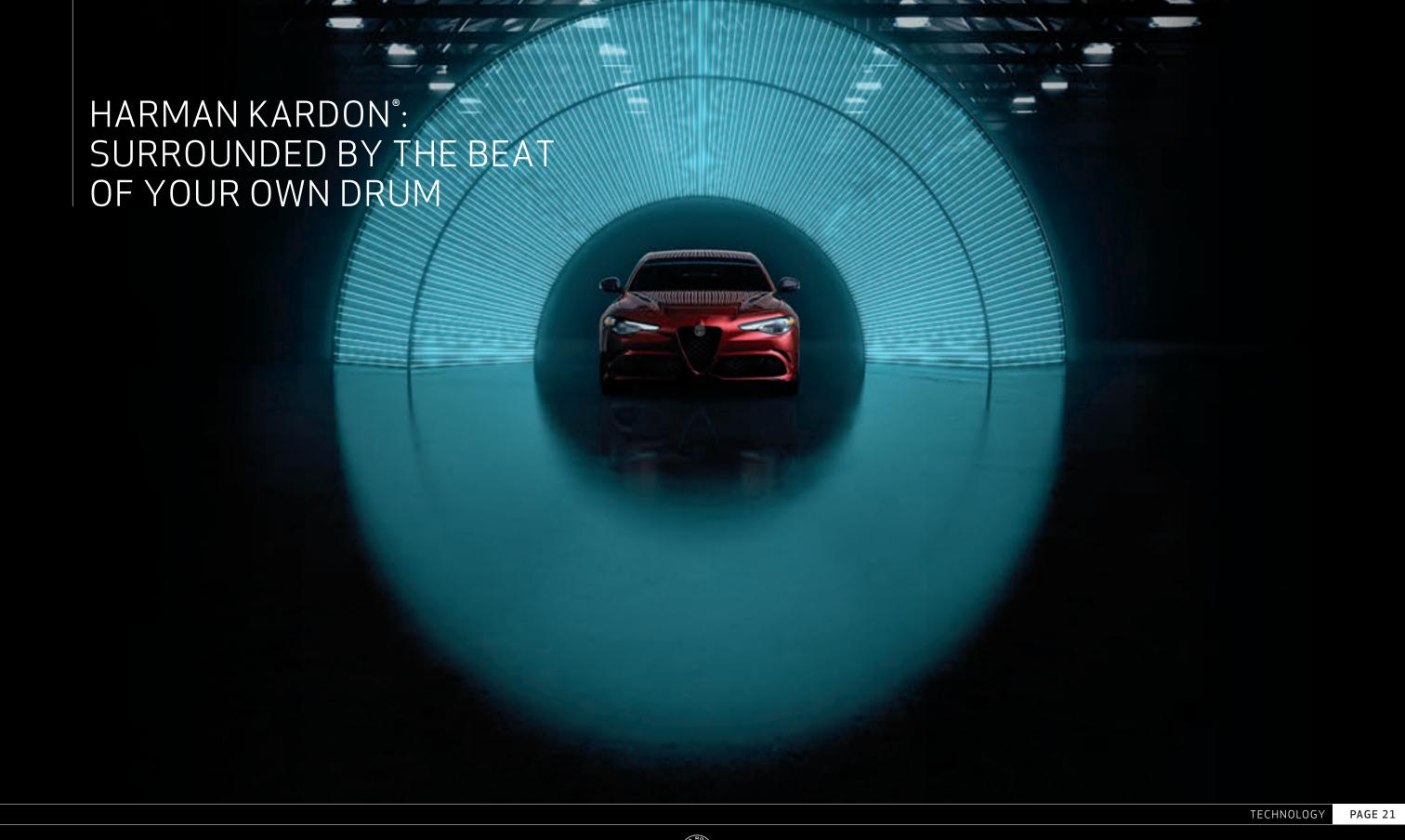


TECHNOLOGY



Giulia Quadrifoglio interior shown with Alfa DNA Pro Drive Mode Selector with Race Mode.







TECHNOLOGY

VALUABLE CONNECTIONS

APPLE CARPLAY⁴ COMPATIBILITY This is smart iPhone integration, so you will experience your favourite features through your dashboard. With Siri, all you have to do is ask — catch up on calls and messages, get directions from Apple Maps or request a song through Apple Music. The system lets you browse music or discover nearby gas stations, parking, restaurants and more. Plus, Maps helps to anticipate where you're headed. Standard.

Works with Apple CarPlay

ANDROID AUTO™ INTEGRATION Bring the best of Google with you in your Giulia. Talk to Google on Android Auto⁴ and get things done with your voice so you can keep your focus on driving. Easily send messages, get directions, control media and more. Just say, "Hey Google" or long-press the voice-control button on your steering wheel. Standard.

110

Now Playing

Calendar





TECHNOLOGY



FORWARD COLLISION WARNING (FCW) WITH FULL-SPEED STOP² This system provides both audible and visual warnings to the driver, and under certain conditions, the system works to bring the vehicle to a full stop when a frontal collision may be imminent. Standard.

AIR BAG³ SYSTEM Giulia features a standard comprehensive system that includes driver and front-passenger dual advanced air bags, supplemental front-seat-mounted side air bags (pelvic-thorax), front and rear side-curtain air bags, along with driver and front-passenger inflatable knee air bags.

ANTISLIP REGULATION (ASR) AND TRACTION CONTROL SYSTEM (TCS) The standard ASR limits the spin of the driving axle during a driver torque request in the event the adherence limit is reached, optimizing vehicle traction. Standard TCS limits the wheelspin of a single drive wheel by applying brake torque to the wheel while an equivalent amount of torque is transferred via the differential to the other wheel, providing the vehicle the torque required to drive away.



ADVANCED AVOIDANCE



HILL START ASSIST (HSA) AND HILL DESCENT CONTROL (HDC) These standard systems aid the driver during manoeuvres when the vehicle is on a slope. HSA maintains and releases brake pressure during vehicle drive-off, while HDC maintains a constant speed by varying brake pressure, allowing a controlled vehicle descent.

ADAPTIVE CRUISE CONTROL WITH FULL STOP (ACC STOP)² This system helps drivers maintain a safe distance from the vehicle ahead and, under certain traffic conditions, can bring Giulia to a full stop without driver intervention. Standard.

LANE DEPARTURE WARNING (LDW)² Drivers benefit from this feature that emits an audio and dash-light visual warning when the system detects an inadvertent lane departure, reminding the driver to stay the course. Standard.



DYNAMIC STEERING TORQUE (DST) Electronic Stability Control (ESC)¹ directs the Electric Power Steering (EPS) to produce optimal stopping stability. It provides greater stability in certain braking and dynamic situations — like when there is a different adherence for each wheel. Standard.

ALFA STEERING TORQUE (AST) The AST functionality integrates ESC with electric steering in order to increase the safety level of the vehicle. Thanks to AST, in dangerous situations like braking on a surface with varying grip, ESC will order the activation of additional torque on the steering wheel. Standard.

BLIND-SPOT MONITORING (BSM)² This system has dual ultra-wideband radar sensors that aid the driver when changing lanes, and when trailing vehicles are in the blind spot, via an illuminated sideview mirror icon. Standard.

REAR CROSS-PATH DETECTION² This system is activated any time the vehicle is in Reverse. It lets the driver know there is an object in the rear pathway with illuminated icons on the sideview mirror and with an audible chime. Standard.

THE ACTIVE DRIVER ASSIST SYSTEMS

Alfa Romeo offers Enhanced Driver Safety and Active Driver Assist Systems (ADAS), packaged to various groups, that represent the latest steps toward a future of autonomous driving. With these systems, drivers are complemented with advanced safety technology when behind the wheel. Standard on Ti models and above with the Active Assist Plus Package.

LANE KEEP ASSIST² With a forward-looking camera system, this system actively helps keep the vehicle within the marked lane by changing the direction of the vehicle by applying brake drag or affecting the steering system. It helps reduce collision potential and road departures by providing a visual and audible warning should the system detect the vehicle is drifting outside of lane boundaries or if the driver removes their hands from the wheel. Available.

ACTIVE BLIND SPOT / "SIDE ASSIST"² Change lanes confidently or stay right where you are with this warning system that detects approaching traffic from behind, along with its rate of travel. An LED signal in the corresponding exterior side mirror indicates a vehicle that's too close, while steering-wheel resistance adds another accident-avoidance action. Available.

TRAFFIC SIGN RECOGNITION⁵ This system can detect posted speed-limit signs and, along with information in the navigation system's map database, recommend to the driver to adapt their set cruising speed accordingly. Available.

DRIVER ATTENTION ALERT² The system monitors for and detects signs of drowsiness based on driver behaviour, following up with a driver alert and recommendation for rest. Available.

HIGHWAY ASSIST SYSTEM (HAS)⁶ HAS is an autonomous system designed to help with acceleration, braking and steering on highways, reducing driver workload and fatigue. While performing lane-centring steering, it requires drivers to remain engaged by keeping hands on the wheel. Available.

TRAFFIC JAM ASSIST⁷ When traffic is moving slowly on well-marked roads (up to 60 km/h (37 mph)), this enhancement to Adaptive Cruise Control with Full Stop (ACC Stop)² assumes control of the accelerator, brake and steering to keep the vehicle within its lane. Front radar sensors and a front camera help the system orient itself to lane markings, traffic and structures; when conditions reach the limits of the system's abilities, it alerts the supervising driver to take over. Available.







Black Leather-trimmed Seat with Dark Grey Accent Stitching Stondord



17-inch Bright 15-Spoke Aluminum Wheel
Standard



Silver Brake Calipers with Black Script Standard



18-inch Dark Turbine Aluminum Wheel

Available



Red-painted Brake Calipers with White Script Available



SPRINT

SELECT STANDARD EQUIPMENT

MECHANICAL

All-aluminum 2.0L Turbocharged 4-cylinder engine 280 hp and 306 lb-ft of torque 8-speed automatic transmission Q4 All-Wheel Drive (AWD)

EXTERIOR

17-inch Bright 15-spoke aluminum wheels
225/50R17 run-flat All-Season tires
4-wheel discs with Brembo® front brakes
Sport front fascia
Bi-xenon headlamps
LED daytime running lamps (DRLs) and taillamps
Dark window surrounds

Dark Window surrounds
Dual Dark exhaust tips
Dark V-Scudetto grille
Silver brake calipers with Black script

INTERIOR

Black push-button start on steering wheel
Driver-seat memory
Black interior trim
Black door sills
Ambient lighting
Laminated glass
Black leather-trimmed seats
10-way power front seats, including 4-way lumbar support with power bolsters and manual thigh support

with power bolsters and manual thigh support
Heated Sport steering wheel with paddle shifters
Heated seats, front and rear
Black headliner



TECHNOLOGY

8.8-inch multi-touch display with Navigation
7-inch Thin Film Transistor (TFT) cluster
AM/FM radio/MP3/Auxiliary-In/Bluetooth*/3 USBs
Apple CarPlay⁴/Android Auto^{TM4}/1-year SiriusXM⁸
trial subscription

Wireless charging pad

Rotary controller

Forward Collision Warning with Full-Speed Stop^2

Alfa DNA Drive Mode Selector

Air Quality System

Back-Up Camera²

Park Sensors,² front and rear

Blind-Spot Monitoring and Rear Cross-Path Detection²

Adaptive Cruise Control with Full Stop²

Lane Departure Warning²

Auto High-Beam Headlamp Control

Infrared windshield

Auto-dimming exterior mirrors

Passive entry/keyless-go

Remote start

Universal garage door opener⁹

Automatic headlamps

Rain-sensing windshield wipers

Heated washer nozzles

Dual-Zone Automatic Temperature Control

Integrated Braking System (IBS)

Hill Start Assist (HSA)

OPTIONS/PACKAGES

Dual-pane sunroof
18-inch Dark Turbine aluminum wheels with 225/45R18
BSW All-Season performance tires
Red-painted brake calipers with White script







Black Leather-trimmed Seat Standard



Saddle Brown Leather-trimmed Seat

Available



18-inch Dark Turbine Aluminum Wheel
Standard



19-inch Sport 5-Hole Aluminum Wheel

Available



Silver Brake Calipers with Black Script Standard



Red-painted Brake Calipers with White Script



Genuine Dark Grey Oak Wood Interior Trim
Standard

Τi

ADDS TO GIULIA SPRINT

EXTERIOR

18-inch Dark Turbine aluminum wheels
225/45R18 run-flat All-Season performance tires
Dual-pane sunroof
Silver brake calipers with Black script

INTERIOR

Genuine Dark Grey Oak Wood interior trim Paddle Shifter Delete Aluminum Sport pedals and footrest

OPTIONS/PACKAGES

19-inch Sport 5-hole aluminum wheels
Saddle Brown leather-trimmed seats
Red-painted brake calipers with White script
Active Assist Plus Package includes:

- Active Blind-Spot/"Side Assist"²
- Driver Attention Alert²
- $\bullet\, Traffic\, Sign\, Recognition^5$
- Intelligent Speed Assist²
- Highway Assist System⁶
- Traffic Jam Assist⁷
- Lane Keep Assist²

Premium Interior & Sound Package includes:

- Harman Kardon® premium audio system
- Leather dash and upper doors







Black Performance Sport Leather-trimmed Seat Standard



Red Performance Sport Leather-trimmed Seat

Available



19-inch Sport 5-Hole Aluminum Wheel
Standard



Red-painted Brake Calipers with White Script Standard



VELOCE

ADDS TO GIULIA SPRINT

EXTERIOR

19-inch Sport 5-hole aluminum wheels
225/40R19 run-flat All-Season performance tires
Dual-pane sunroof
Sport rear fascia
Gloss Black window surrounds
Red-painted brake calipers with White script

INTERIOR

Black Performance Sport leather-trimmed seats
12-way power driver seat and 10-way power passenger
seats, including 4-way lumbar support bolsters and
manual thigh support
Aluminum Sport pedals and footrest
Harman Kardon® premium audio system

TECHNOLOGY

Active Assist Plus Package includes:

- Active Blind-Spot/"Side Assist"²
- Driver Attention Alert²

Leather dash and upper doors

- Traffic Sign Recognition⁵
- Intelligent Speed Assist²
- Highway Assist System⁶
- Traffic Jam Assist⁷
- Lane Keep Assist²

OPTIONS/PACKAGES

Red Performance Sport leather-trimmed seats Veloce-exclusive tri-coat paint: Ocra GT Tri-Coat Veloce-exclusive metallic paint: Rosso Etna







Black Performance Sport Leather-trimmed Seat with Dark Grey Accent Stitching Standard



Sparco® Black Leather-trimmed and Alcantara® Racing Seat with Green and White Accent Stitching Available



19-inch Dark Tecnico Aluminum Wheel
Standard

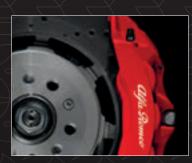


19-inch Dark 5-Hole Aluminum Wheel

Available



Anodized Brake Calipers with Red Script Standard



Red-painted Brake Calipers with White Script



Genuine Carbon Fibre Interior Trim
Standard

QUADRIFOGLIO

SELECT STANDARD EQUIPMENT

MECHANICAL

2.9L Twin-Turbocharged V6 engine505 hp and 443 lb-ft torque8-speed automatic transmissionRear-Wheel Drive (RWD)

EXTERIOR

19-inch Dark Tecnico aluminum wheels
245/35ZR19 front and 285/30ZR19 rear
Pirelli® performance tires
Performance front and rear fascias
Carbon fibre active aero front splitter
Carbon fibre hood and rocker panels
Carbon fibre rear spoiler
Dynamic dual-mode quad exhaust
Brembo® high-performance brakes
Anodized brake calipers with Red script

INTERIOR

10-way power driver and passenger seats, including 4-way lumbar support bolsters and manual thigh support Quadrifoglio-specific steering wheel with Red push-button start Perforated leather shifter Genuine Carbon Fibre interior trim Leather-wrapped dash and upper door trim with accent stitching Unique Bright door sill plates

TECHNOLOGY

Harman Kardon® premium audio system
Alfa DNA Pro Drive Mode Selector with Race Mode
Torque vectoring rear differential
Independent adaptive damping suspension
Active Assist Plus Package includes:

- Active Blind-Spot/"Side Assist"²
- Driver Attention Alert²
- Traffic Sign Recognition⁵
- Intelligent Speed Assist²
- Highway Assist System⁶
- Traffic Jam Assist⁷
- Lane Keep Assist²

OPTIONS/PACKAGES

Sparco Black leather-trimmed and Alcantara racing seats with Green and White accent stitching
19-inch Dark 5-hole aluminum wheels
245/35ZR19 front and 285/30ZR19 rear performance tires
Red-painted brake calipers with White script
Exposed carbon fibre roof





1) No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. 2) This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of his or her surroundings and be prepared to take corrective action to avoid collisions. 3) Always sit properly in designated seating positions with seat belts securely fastened at all times. 4) Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice controls, when it is safe to do so. Apple CarPlay requires a compatible iPhone connected via USB cable to the system. To use Android Auto on your car display, you'll need an Android phone running Android 6.0 or higher, an active data plan and the Android Auto App. 5) Traffic Sign Recognition is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact the recognition and display of the sign. Always check traffic signs visually while driving, 6) HAS requires the driver to keep his or her hands on the steering wheel at all times. This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. 7) Traffic Jam Assist requires the driver to keep his or her hands on the steering wheel at all times. This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. 8) Requires SiriusXM radio subscriptions governed by SiriusXM Canada Customer Agreement available at siriusxm.ca/terms. 9) Not compatible with all garage door openers.

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