



Alfa 147





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PASSION



From 1910 until today, development of the Alfa Romeo brand has been unmistakable. The perception of Alfa Romeo is a parallel journey through the evolution of Italian and international motoring tradition. In books and films, Alfa Romeo is portrayed as an object of desire, a status symbol, an image of beauty and Italian expression.

The story goes that Henry Ford used to doff his hat when he saw an Alfa Romeo pass by. And that on the day he managed to beat the Alfas, Enzo Ferrari cried like a baby. Alfa Romeo has come through the last century, contributing many memorable pages to the history of the motor car.

There are icons that have always been part of the collective global image of Alfa Romeo: its 'cuore sportivo' or sporting heart, its indomitable vitality, the sound of its engine, its elegance of form, and Italian design.

Stylish good looks and muscular proportions with that intrinsic touch of character, charm and sportiness, can only be Alfa Romeo. The 147 epitomises everything that is Alfa.



02
DESIGN





Elegant and sophisticated, metropolitan and sporty, the Alfa 147 exemplifies the best in Alfa Romeo's tradition. Charismatic good looks and perfect proportions with an intrinsic touch of charm and sportiness are qualities exclusive to those that carry the iconic Milan marque.



Regarded by many as the world's most beautiful sports hatchback, the Alfa 147 has been fully revitalised and enriched. Its bold profile is highlighted by a low grille, black mesh bumper and elongated headlamps. The bonnet lines slant towards the windscreen, unveiling the dynamic, masculine quality of this stylish model. Headlight clusters are swept back to further enhance the impression of speed and athleticism.

Every detail of the rear section is an eye catcher, combining elegance and sportiness. The rear handles blend so smoothly into the car body they almost go unnoticed in the five-door. Distinctive, triangular tail-lights are designed to convey an impression of strength and vitality.

The 147 is elegant, sophisticated and sporty as only an Alfa Romeo can be.



03 COMFORT





The Alfa 147 presents a superbly refined interior, ensuring the highest degree of comfort and elegance while encapsulating its inherent sporty character.

The driving position is fully adjustable in every respect, including steering wheel tilt and reach as well as height and lumbar adjustment of the sports driver's seat. A singular instrument binnacle and instrument graphics maximises its sporty appearance whilst improving clarity.



Driver comfort is further enhanced by the most innovative technology. Radio and CD controls are mounted on the steering wheel to avoid any distraction while dual-zone climate control ensures a perfect temperature throughout the cabin. The trip computer provides relevant information instant-by-instant on a clear, multifunctional central display. Cruise control that allows you to set a desired cruising speed is also standard on the 147, ensuring effortless motorway driving.

Dynamism and style have always characterised the Alfa 147 and determined its success with people who wish to be appreciated for their good taste. Finely crafted, sports cloth trim complements the 147's dynamic character. And motorists seeking added luxury cannot resist the leather option in a choice of black, red or beige*.





Optional beige leather interior shown (5 door models only) International model shown

04

PETROL



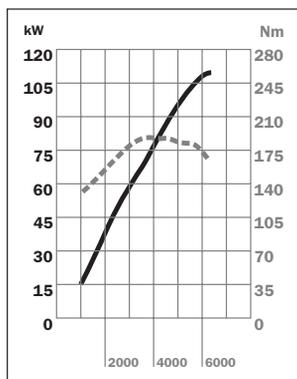


The standard high performance 2.0 litre Twin Spark engine makes the Alfa 147 the ideal car for anyone who appreciates the pleasure of driving. The Twin Spark petrol engine technology, exclusive to Alfa Romeo, not only offers outstanding fuel consumption but also delivers impressive reserves of power and thrilling responsiveness – even at low engine speeds.



2.0 TWIN SPARK 110kW

Total displacement: 1970 cc.
 Four cylinders in line.
 Power: 110 kW at 6300 rpm.
 Torque: 181 Nm at 3800 rpm.



— Power kW
 - - - - Torque Nm

Small wonder that on-road performance is so impressive: with 110 kW on tap the 147 has all the muscle you need, and because it provides maximum torque at a low 3,800 rpm, it delivers that power when you need it most.

Alfa Romeos have always been cars that love to be driven. The 2.0 litre Twin Spark engine in the latest 147 ensures this tradition continues.

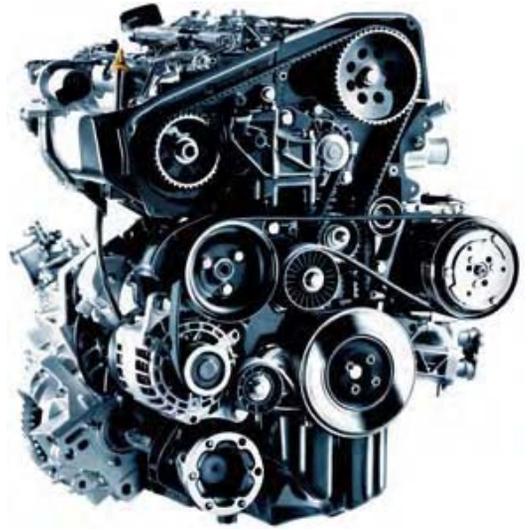
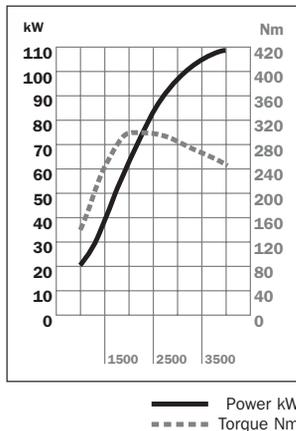
05

DIESEL





2.0 T. DIESEL 110kW
 Total displacement: 1910 cc.
 Four cylinders in line.
 Power: 110 kW at 4000 rpm.
 Torque: 305 Nm at 2000 rpm.



Shift your perceptions of performance and economy with the optional Alfa M-Jet JTD engine. Drivers will thrive with a powerplant that pulls effortlessly from idle, maintaining a flat, responsive curve from peak torque of 305Nm at just 2,000rpm.



The 147 JTD accelerates to highway speed in just 8.8 seconds, yet can keep fuel consumption of only 4.7 litres per 100km (highway cycle). The possible range for the JTD extends to over 1250km on only one tank*. Added to the outstanding chassis dynamics, comfortable cockpit and class-leading style of the Alfa 147, it's the perfect choice for exhilarating the heart and satisfying the head.

This magnificent engine is fed by the world's leading diesel technology. Operating at ten times the speed of most other diesel systems, an advanced electronic control unit works with a Multijet system, metering multiple pulses of fuel during each compression cycle. This produces controlled combustion, maximising fuel burn, minimising emissions and bringing new levels of refinement to diesel motoring.

A true Alfa Romeo, the 147 JTD re-defines the genre with scintillating performance and unbelievable economy.

*Estimate range calculated on 4.7 litres per 100 km highway cycle fuel consumption combined with the 60 litre fuel capacity of the 147 JTD. Fuel consumption tested under controlled factory conditions. Actual fuel consumption may vary depending on driving style and conditions.

06 CONTROL



The power of the Alfa 147's petrol and diesel engines is matched to a choice of smooth, precise gear boxes essential for a true "driver's car". There is a quick shifting 5 speed manual standard on petrol models and a 6 speed manual standard on diesel models.

With the option of Selespeed, the Alfa 147 petrol engine delivers smooth, rewarding driving without having to take your hands off the wheel. Twenty first century transmission technology offers the best of both worlds: the ease of not having to use the clutch pedal and the pure driving pleasure of shifting precisely when you want to. In the sometimes unavoidable peak hour traffic, select "City" mode that does away with driver gear selection altogether. Automatic gear selection when you need it most.

The Alfa 147 uses innovative technology to ensure effective vehicle control in any situation. Enhanced safety and driving pleasure are the result.



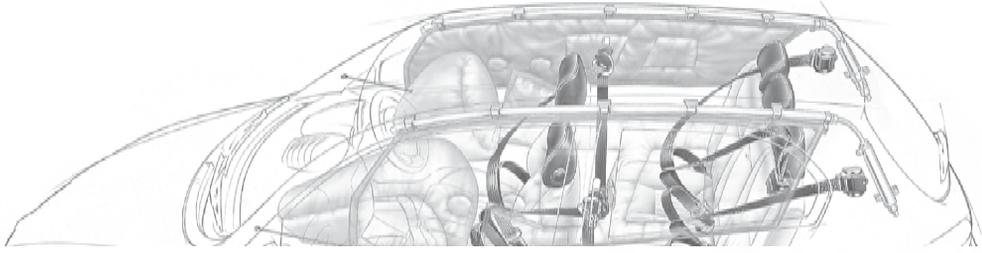
The double wishbone front suspension works in perfect cohesion with the independent McPherson strut rear suspension; providing a unique combination of class leading driving dynamics without compromising ride comfort.

The Alfa 147's power-assisted brakes are nothing short of brilliant, with large 284mm ventilated discs up front and 251mm solid rear discs feature floating callipers. The Alfa 147's braking system also embraces the latest safety technology including Bosch ABS with integrated EBD, and Alfa's advanced traction control and stability control systems.

Steering precision is another traditional strong point of Alfa Romeo and the 147 is no exception. The 147's steering lives up to expectations, perfectly weighted to provide the driver outstanding control and feedback in all conditions that may present themselves. Fast, safe, comfortable, and fun.

07

SAFETY





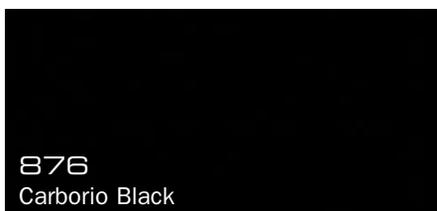
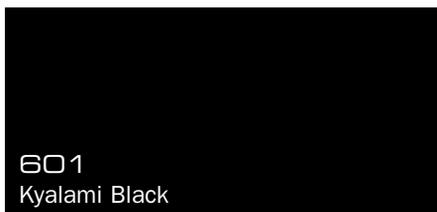
Outstanding control gives the Alfa 147 excellent active safety credentials – the ability to avoid an accident in the first place. Equally important are its passive safety systems – the ones that look after you if an accident does happen.

The Alfa 147's passive safety story starts with its rigid cabin structure, conceived by Alfa Romeo as a survival cell. Anti-intrusion bars offer added protection for the driver and passengers. Front seat belts are equipped with pretensioners and load limiters.

Car safety is further enhanced with a Fire Prevention System (FPS) that cuts out fuel delivery instantly and automatically in the event of an accident.

Six airbags provide even more protection for every occupant. In addition to the front-impact airbags for the driver and passenger, the 147 has side-bags built into the front seats, and window curtain airbags for further protection against head injuries in the event of a side impact.

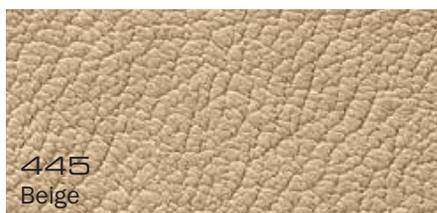
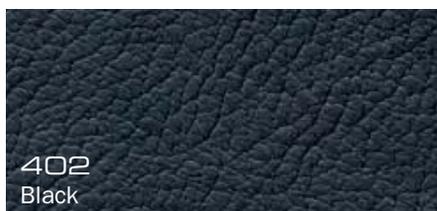
The Alfa 147 also boasts passive anti-theft devices: Alfa Code key, the immobiliser and a steering lock that works by friction to prevent the steering column and lock mechanism from being damaged if someone tries to force it.



EXTERIOR

SOLID COLOURS

METALLIC COLOURS



INTERIOR

SPORTS CLOTH

LEATHER

A comprehensive range of interior and exterior appointments are available across the entire Alfa 147 range by specifying any of three interior trim levels that can be selectively matched to six exterior colours to cater for the most discerning of personal tastes.

COLOUR COMBINATION

Interiors	Sports Cloth		Leather Option (5 door only)		
	Black 727	Beige 445	Black 402	Red 401	
Solid colours					
289 Alfa Red	•	•	•	•	-
601 Kyalami Black	•	•	•	•	•
Metallic colours					
567 Ottremare Blue	•	•	•	•	-
565 Argento Silver	•	•	•	•	•
651 Stromboli Grey	•	•	•	•	•
876 Carborio Black	•	•	•	•	•

• = Available combination - = Combination not available



56J 17" Toora alloy wheel (3 door petrol model)



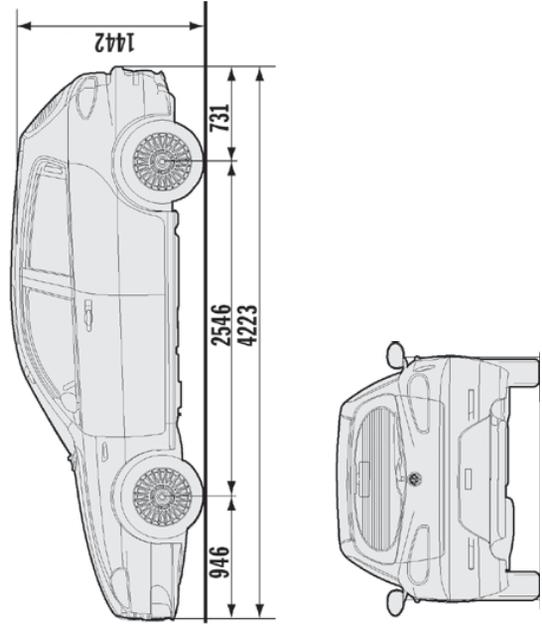
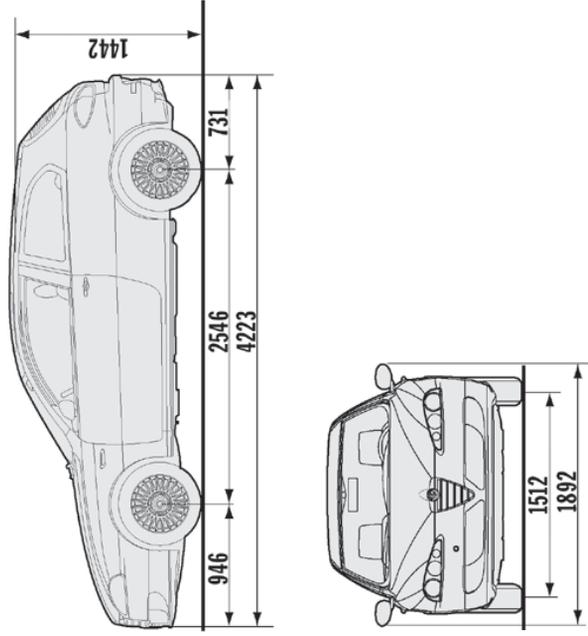
421 17" Blackline alloy wheel (5 door petrol model)



420 17" Elegant alloy wheel (5 Door diesel model)

WHEELS





"Alfa Romeo is something special. It occupies a place apart. It is a kind of disease, this passion for a means of transport. It is a way of life, a very special way of thinking about a powered vehicle. It's hard to define. It is one of those irrational human traits that defy logical definition.

It's to do with feelings and passions, things that have more to do with the heart than the brain. It's a way of thinking that derives from racing, where excellence is indispensable and the pressure to perform is constant... We have always believed that these concepts find their true expression in the cars we sell – their drivability, the way the driver 'feels' the car in his hands."

Orazio Satta, Technical Director, Alfa Romeo – 1962

