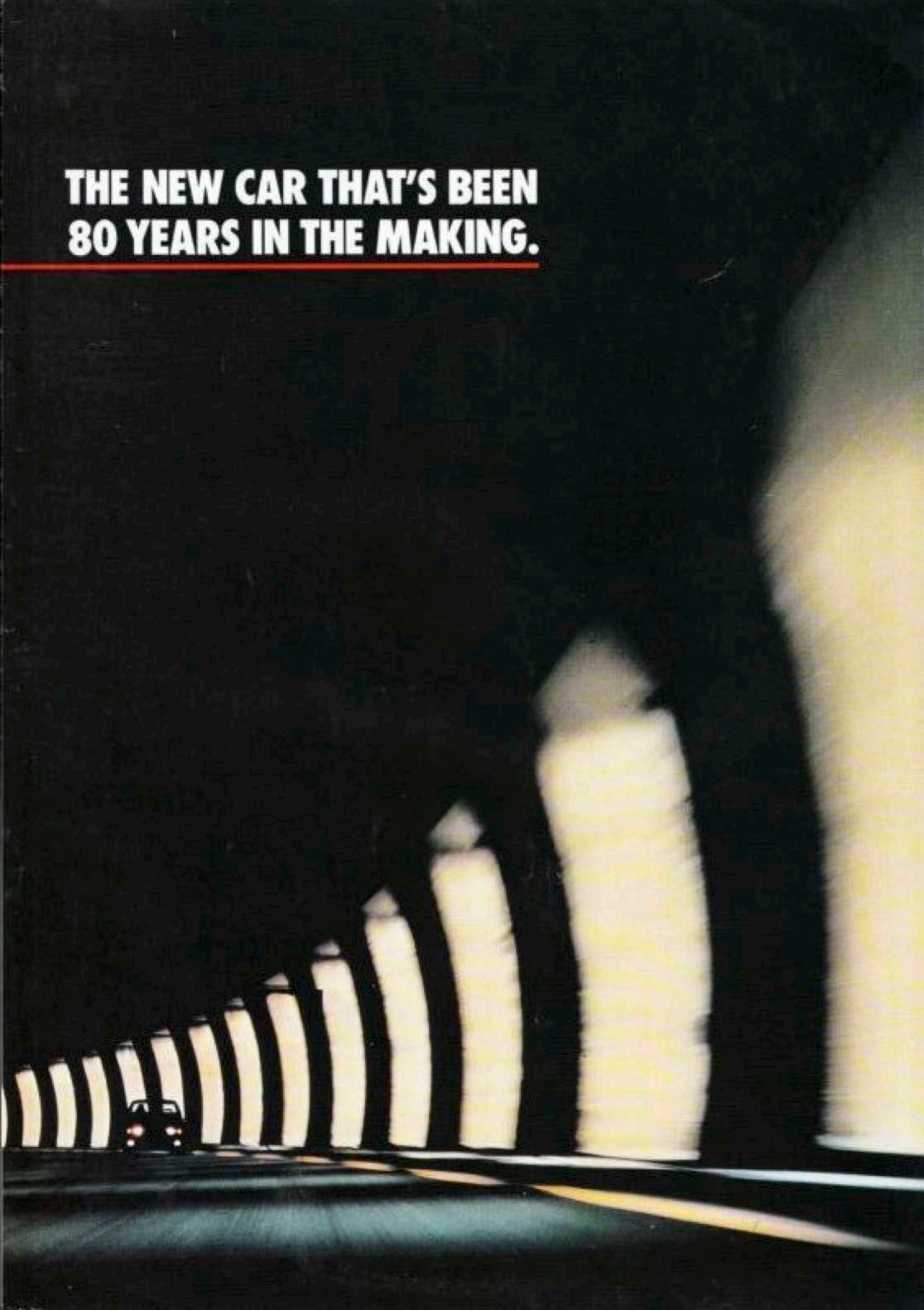


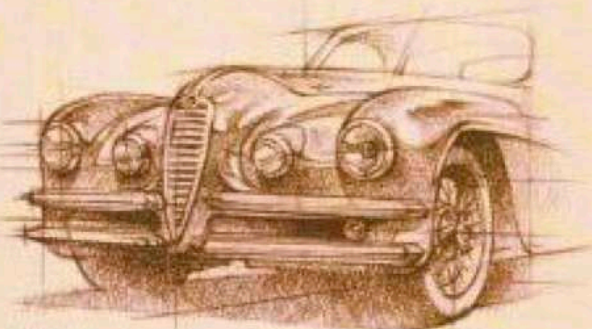
**THE NEW CAR THAT'S BEEN  
80 YEARS IN THE MAKING.**

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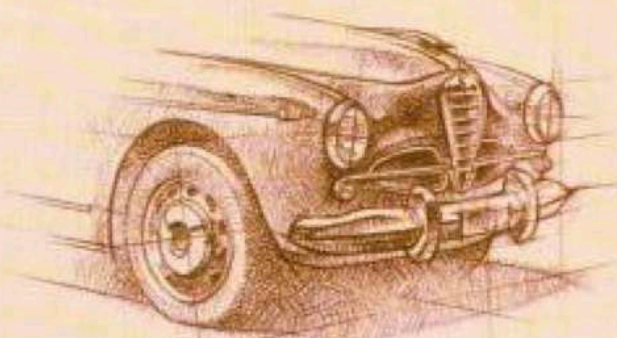




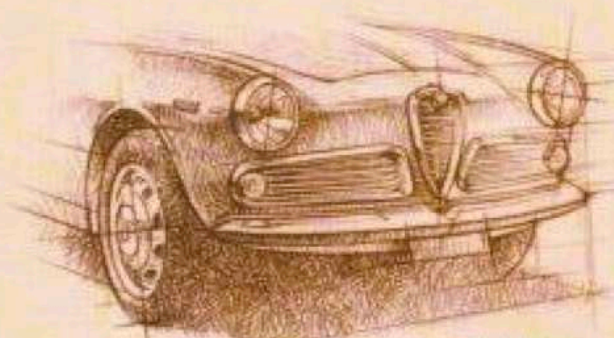
# ORIGIN OF



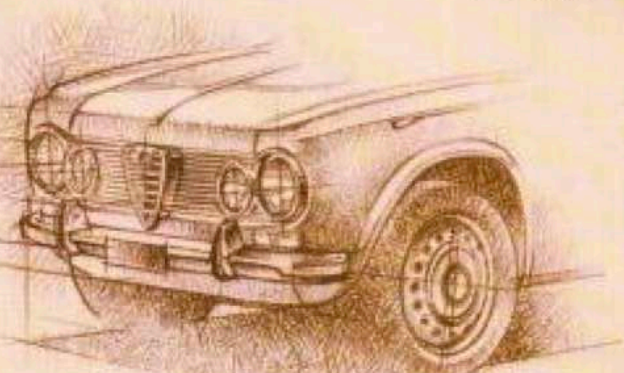
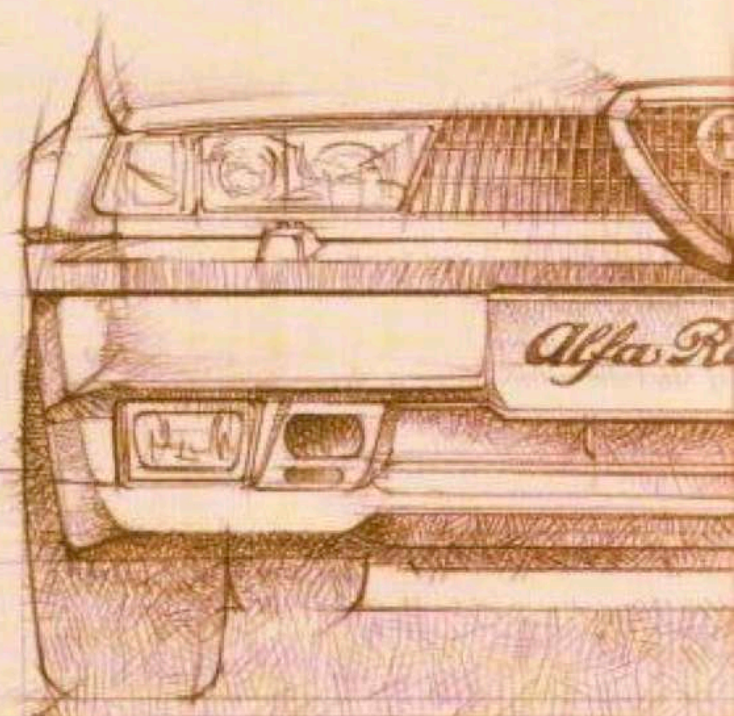
67 2500 Super Sprint



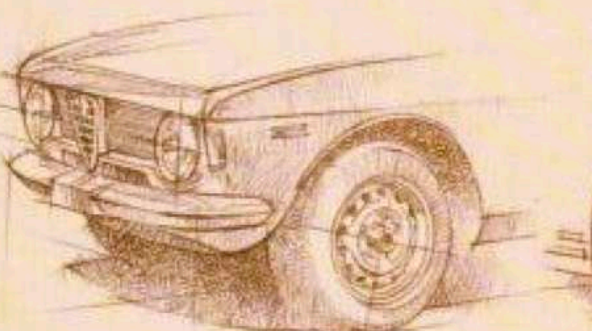
54 1900 Super



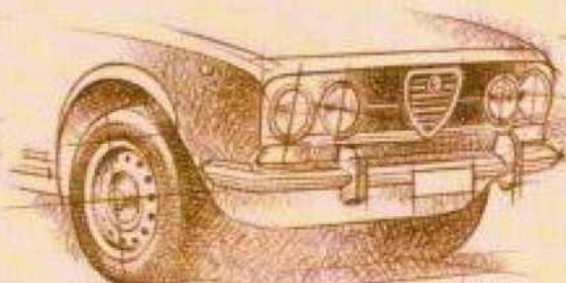
62 Giulietta Sprint



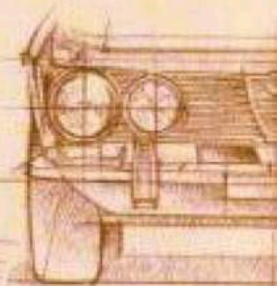
62 Giulietta TI



67 GTA Junior

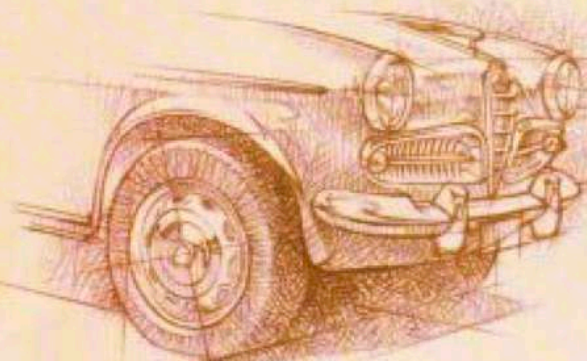


72 2000 Berlina

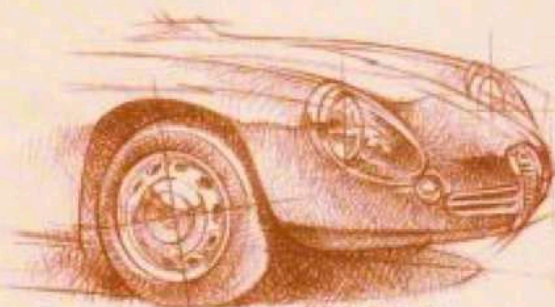




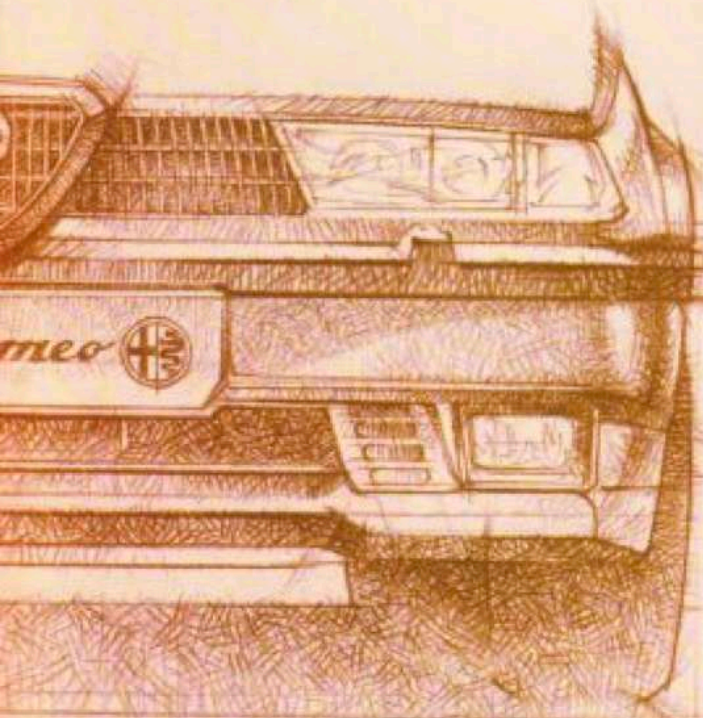
# THE SPECIES.



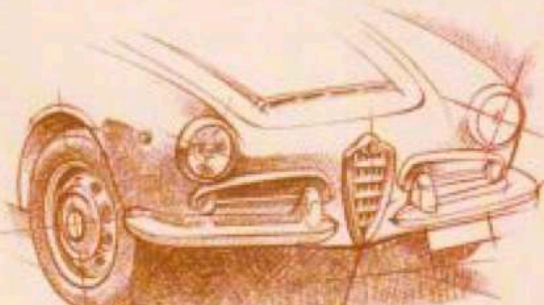
55 Giulietta Berlina



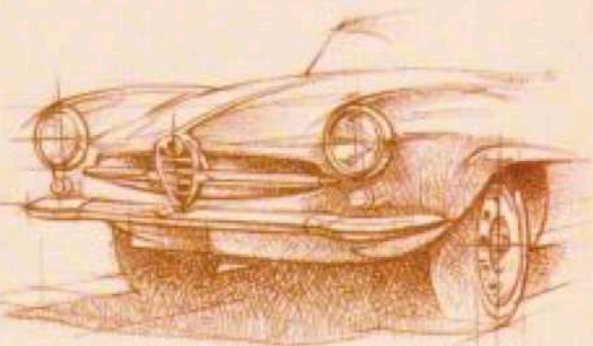
60 Giulietta 62



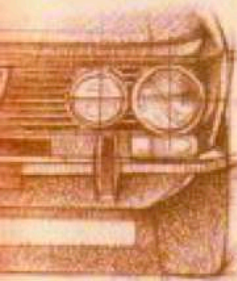
'92 20 T.SPARK 155



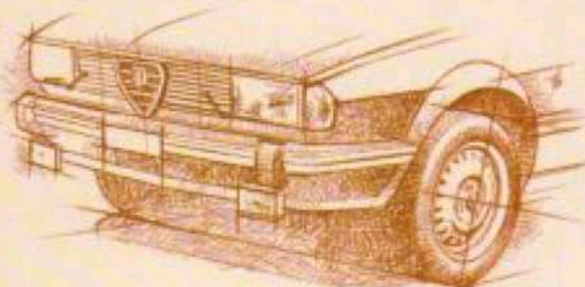
82 Giulietta 1600 SPARK



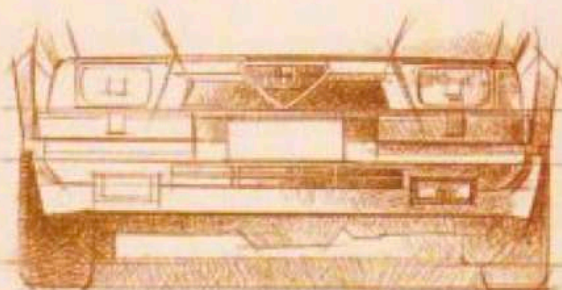
83 Giulietta 66



74 GT Junior



80 Giulietta 18



75 Limited Edition



**THE NEW ALFA ROMEO 155.  
COMMAND PERFORMANCE.**

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## THE TRIUMPH OF EVOLUTION.

To those who are passionate about driving, Alfa Romeo is the essential marque, so the arrival of a new Alfa Romeo will always command attention.



2.0 Twin Spark

In its eighty year history Alfa Romeo has redefined what can be expected from a sporting saloon. Scintillating performance, handling poise, luxury and refinement brought together in cars as evocative as the Giulia Sprint, the 1900 Berlina, the Giulietta and GT Junior.

The new Alfa Romeo 155 evolves out of this tradition and fiercely upholds it.

A succession of glorious engines has always been at the heart of the Alfa Romeo experience. That's no less true of the 155.

Mounted transversely for front wheel drive or 4 wheel drive, the 155 offers a choice of four engines: Sporting and exceptionally powerful 129 bhp 1.8 and 143 bhp 2.0 Twin Sparks with twin ignition. The potent 2.5 V6 which Autocar & Motor describes as 'one of the finest engines in production'. And the giant-killing 2.0 16 valve turbocharged Cloverleaf 4 with four wheel drive.



2.5 V6

Autocar & Motor described the 155's performance as "Pure Alfa" too. Ranging from the 125 mph top speed of the 1.8 to the 0-60 of 6.8 seconds and 140 mph top speed of the Cloverleaf 4.

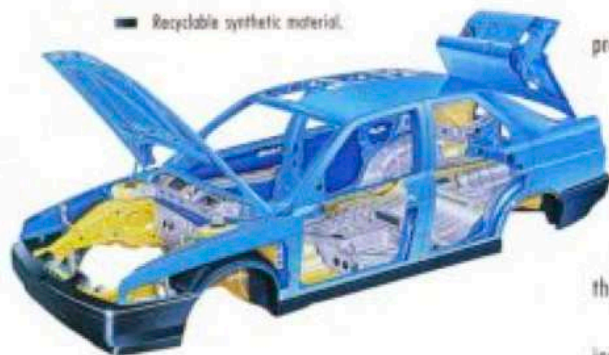
With technology such as mapped ignition, integral management of all engine functions, twin cam timing with variable advance setting and our own radical twin spark ignition, (in the 1.8 and 2.0 litre). Plus a production process that ensures our engines are still partly assembled by hand, it's little

wonder Car magazine described the 155's V6 engine as "intoxicating".

Nor is it power without responsibility. Even fuel tank vapours are fed through the catalytic convertor to keep emissions to a minimum.

## EVERY INCH A LEGEND.

- Dual sided zinc-galvanised steel.
- Single sided zinc-galvanised steel.
- Recyclable synthetic material.



The 155 blends traditionally dramatic Alfa Romeo looks with present-day technology and design trends.

The aerodynamic efficiency of the striking wedge-shaped silhouette promotes the ideal balance between fuel economy and performance.

Through advanced computer aided design the exceptionally rigid body provides an immensely stable platform aiding suspension control. Together with the detailed attention given to suspension design the result is, according to Autocar & Motor, "a taut, neutral-handling car with precise steering, accurate turn-in and a firm yet mostly pliant ride".

Car Magazine echoed this view. "It's a nicely poised and balanced car that turns into corners eagerly without hint of unsettling edginess".

With all external panels galvanised the 155's tough body ensures your investment is well protected. Corrosion protection, durability, strength and safety have all been given the highest priority.

## A POSITION OF PRIVILEGE.

It's not simply the attention to detail, the high quality materials or even the equipment levels that emphasise the luxury of the 155 interior.

It's the holistic approach to design that embraces the entire structure of the car, from outside in. So that effective isolation of wind and road noise is matched by the optimum level and quality of engine note.

However, what sets the 155 apart is the creation of a privileged space for the driver.

The comprehensive instruments are clear and precise. All controls in the console angled toward the driver are laid out in correct ergonomic fashion. All functions of the car are easily monitored and easily controlled without the driver needing to be distracted from the pursuit of serious driving.

Even the design for the squabs on the anatomically advanced seats helps position the driver's feet on the pedals correctly.

The same thinking ensures the handles for opening the doors are the only interior component in chrome so they can be spotted easily at night.

In short, the cabin tells you that though this may be a luxurious car. A refined car. Certainly a car of great qualities, beyond everything it is a driver's car.

A thoroughbred Alfa Romeo.



## THE NEW ALFA ROMEO 155 RANGE.

If you thought that sheer unbridled enjoyment of driving was too much to ask of your saloon car, you've never driven an Alfa Romeo.

If you thought no new car could change the way you feel about driving, put yourself in command of the new Alfa Romeo 155.

Contact your Alfa Romeo dealer to arrange an exclusive performance.

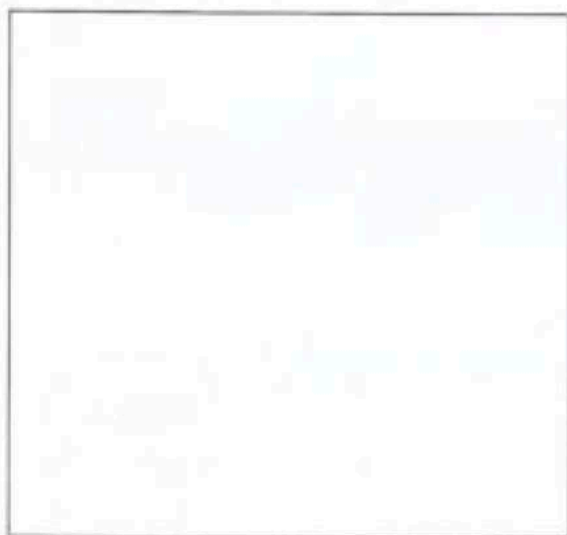
MODEL	ENGINE	TRANSMISSION	WHEELS & TYRES	PERFORMANCE	FUEL ECONOMY
Alfa Romeo 155 1.8 Twinspark	4 cyl 1773cc 129 bhp @ 6,000 rpm	5 speed manual Front-wheel drive	185/60 HR 14 on 6J x 14 rims	125 mph 0-60 in 10.1 secs	At 56 mph - 42.8 mpg At 75 mph - 33.2 mpg Urban Cycle 29.4 mpg
Alfa Romeo 155 2.0 Twinspark + Lusso	4 cyl 1995cc 143 bhp @ 6,000 rpm	5 speed manual Front-wheel drive	195/60 VR 14 on 6J x 14 rims	127 mph 0-60 in 9.1 secs	At 56 mph - 44.8 mpg At 75 mph - 34.9 mpg Urban Cycle 29.1 mpg
Alfa Romeo 155 2.5 V6	6 cyl 2492cc 166 bhp @ 5,800 rpm	5 speed manual Front-wheel drive	205/50 R 15 on 6J x 15 rims	134 mph 0-60 in 8.2 secs	At 56 mph - 38.7 mpg At 75 mph - 30.4 mpg Urban Cycle 23.5 mpg
Alfa Romeo 155 2.0 Cloverleaf 4	4 cyl 1995cc 16 valve Turbocharged 190 bhp @ 6,000 rpm	5 speed manual 4-wheel drive	205/50 ZR 15 on 6J x 15 rims	140 mph 0-60 in 6.8 secs	At 56 mph - 38.2 mpg At 75 mph - 30.1 mpg Urban Cycle 22.6 mpg

\*All details correct at time of going to press. Manufacturers performance data. Government fuel figures.



**A RACE APART**

**TO TEST DRIVE THE NEW ALFA ROMEO 155, CONTACT:**



**A RACE APART**

