



Alfa 156







The legendary Alfa Romeo driving experience emerges from a unique spirit, of 'cuore sportivo' or sporting heart. For more than a century, the sportiness of Alfa Romeo cars has been their number one design and construction feature. A feature that found its initial, most significant expression in engine technology. From the Torpedo to the Duetto and modern-day touring car champions, Alfa Romeo has created unforgettable "technological masterpieces" that have pushed the boundaries of performance and captured the imagination of car lovers all over the world.

Committed to continual evolution and advancement, Alfa Romeo has increased power and speed and today focuses on new goals, such as flexibility-of-use and lower fuel consumption. Modern designs pay tribute to Alfa Romeo's colourful past, the indomitable vitality of the brand, the finely tuned roar of the engine, the elegance and beauty of creative Italian style.

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DESIGN

02
COMFORT

03
POWER

04
CONTROL

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06
SAFETY







Strength. Power. Control. Driving pleasure in total safety. This is the essence of driving according to Alfa Romeo. A unique sensation perfectly captured in the new Alfa 156. A car as beautiful to look at as it is to drive. The impact of the new Alfa 156 hits all five senses. Sight, drawn in by the Giugiaro-designed elegant, sporty contours. Hearing, ready to react to the unmistakable resonance of an Alfa engine. Touch, in the encounter with sensuous materials. And the scent of speed and the taste



of the unbeatable flavour of performance with total control. All that is missing is your sixth sense, to make the new Alfa 156 an even more unique experience. The unmistakable touch of Italian style, the most sophisticated engineering, engines beyond compare, painstaking research into materials and the utmost attention to detail: the Alfa 156 is all of this and more. Because Alfa Romeo represents the definitive combination of driving pleasure and safety.

01 DESIGN

Right from the start the new Alfa 156 sedan and Sportwagon convey their unique personality with seductively elegant styling and a consummate sense of balance. The result is a racier, more stylised front. Its new radiator and the line of the bonnet highlight the light clusters, which combines sophistication and power for trouble-free night driving. The bumper blends in seamlessly with the rest of the car, gracefully underlining its compact perfection. The aesthetics continue towards the rear. The tail of the car, with its spacious boot, highlights the historic Alfa Romeo emblem: symbol of motoring and design excellence.

DESIGN GIUGIARO

The new Alfa 156 has been designed by Giugiaro.





ELEGANCE AND SPORTIVITY

Acclaimed as one of the world's great sporting wagons, the Alfa Romeo Sportwagon is an uncompromising blend of sportiness and elegance, performance and balance. For its styling features, dynamic attributes and flexible use of space, the Alfa Sportwagon is not simply the wagon version of the 156, but something more and different. The Alfa 156 Sportwagon is a design masterpiece. With the Villa d'Este-style Alfa shield grille, broad shoulders and pronounced guards and wheel arches, it has a sporting physique. Yet inside, you'll find a large, beautifully fashioned Italian interior with fold-down rear seats and a well-equipped, versatile luggage compartment.

DESIGN GIUGIARO









02

COMFORT



The new interiors enhance ride quality on board the new 156, as well as conveying all the personality of a true Alfa Romeo. The presence of the classic circular 'brows' over the rev counter and speedo pays tribute to the styling of the cars that made Alfa Romeo's glorious history.

A central feature of the fascia is the Infocenter console, with its innovative, modern design. On the road the new Alfa 156 not only provides data from the main control parameters via the Trip Computer, but also signals any faults promptly and accurately, indicating the necessary course for action.

The built-in radio, and the controls for the climate control system, are easily accessible at the centre of the fascia. Everything has been designed to optimise the position of the controls to adjust mirrors, foglights and headlights and to create roomy storage compartments.





The details are all about finish and quality. In all the versions of the new Alfa 156 the cut of the trims and the assembly of the materials are performed with the utmost attention to detail, worked with painstaking craftsmanship. From the dials of the climate control system to the steering wheel and gear lever trim, to the instrument pods, to the rings round the air vents on the fascia, to the handles, and the chrome trim which elegantly highlights key features in the interior, the careful planning and attention is obvious. The talent of the Alfa Romeo craftsmen is also evident in the choice of leathers and the textiles used to cover the seats and door panels.

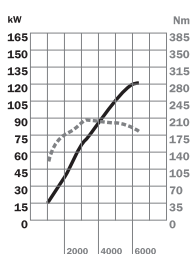




PERFORMANCES WITHOUT COMPARISONS

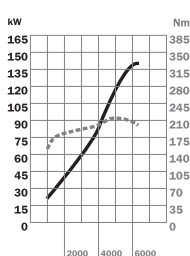
- 2.0 JTS/2.0 JTS Selespeed:

Transmission: 5 speed manual or 5 speed sequential gearbox.
Cylinders: 4, inline, front transverse.
Valves: 4 per cylinder, variable valve timing. Capacity: 1970cc
Power: 121kW@6400 rpm.
Torque: 206Nm@3250 rpm.



- 2.5 V6 24V:

Transmission: 6 speed manual or 4 speed automatic.
Cylinders: 6, in 60° V, front transverse.
Valves: 4 per cylinder, variable valve timing. Capacity: 2492cc.
Power: 141kW@6300 rpm.
Torque: 218Nm@5000 rpm.





The power you need for all types of driving. State of the art innovations and technology. Authentic gems of automotive engineering, the engines available for the new Alfa 156 represent the ideal blend of performance, fuel consumption, reliability and environmental compatibility.

The 2.0 JTS engine with revolutionary direct petrol injection is the latest in engineering technology. Direct petrol injection allows the 156 JTS to deliver ample power and torque throughout its operation without ever compromising fuel economy.

It is the first Alfa Romeo petrol engine with injectors, which work directly in the combustion chamber. This is based on a totally unique interpretation of the combustion process, which enhances performance.

The new 2.0 JTS in the Alfa 156 functions on lean burn technology up to around 1500 rpm, saving on fuel. Above this level it burns at a normal ratio of 14.7:1 between the two components. In this way performance is better than with a normal indirect injection engine.

There are many innovative features: the cylinder heads with Bosch injectors mounted in the chamber, the pistons, the camshafts and the exhaust system. As well as the high performance variable intake manifold, the high pressure fuel Common Rail, the higher compression ratio, pistons and the cascade exhaust system, composed of two main catalytic converters built into the manifold.

This engine produces 121 kW of power at 6,400 rpm, with 206 Nm of torque available at 3,250 rpm. 0-100 km in 8.2 seconds. The 2.0 JTS engine is available in both the 156 sedan and Sportwagon.

Then there is the even more powerful 141kW, 2.5 V6 engine for those in need of extra performance. 218 Nm of torque is available at 5,000 rpm, with maximum power output at 6,300 rpm. 0-100 km in 7.3 seconds (manual) and 8.5 seconds (automatic).





The system comes with four disc brakes with active sensors, brake servo with additional chamber and floating callipers, double crossover circuit. ABS with four channels and four sensors and EBD (Electronic Brakeforce Distribution) allowing maximum control of the vehicle during the braking action.

04 CONTROL

Legendary Alfa Romeo roadholding guarantees an outstanding level of active safety even under emergency conditions. Maximum efficiency and precision in steering response. Outstanding thrust. The ability to absorb and smooth out harsh road conditions. Braking distances reduced. Sophisticated electronic control devices like VDC (Vehicle Dynamic Control), a system which controls the dynamic stability of the vehicle and intervenes in extreme conditions.

Together with accessories like the rain sensor, which automatically activates the windscreen wipers, the new Alfa 156 allows you to focus exclusively on the pleasure of driving. And safe driving, thanks also to the high double wishbone front suspension and the rear McPherson suspension. A combination that allows optimal tyre grip, enhanced traction even in the most demanding conditions, greater steering precision and sensitivity, creating an anti-dive and anti-lift effect.



The structure of the rear McPherson suspension on the new Alfa 156 is particularly advanced both in terms of geometry and construction. The telescopic strut incorporates pressurised double-acting shock absorbers, and the

coil spring is heavily decentralised to reduce friction. The bumper is made of closed-cell polyurethane which guarantees the most gradual and consistent elastic properties possible. The two transverse links and the mount of the anti-roll bar

are anchored to a framework in vacuum diecast lightweight alloy, which reduces the weight by about 1.8 kg compared to a conventional steel beam.



The high double wishbone suspension in the new Alfa 156 enables great lengthways wheel flexibility, without compromising roadholding while cornering and steering dynamics, guaranteeing optimum control of the tyres movements.



The Alfa 156 range is available in four transmission types, to suit your driving preference. With the Alfa 156 2.0, you may choose from the 5 speed manual or the 5 speed Selespeed sequential gearbox, while the powerful Alfa 156 2.5 V6 offers the choice of a 6 speed manual gearbox or a Q-System 4 speed automatic.

Selespeed

The Selespeed sequential 5 speed gearbox offers the superior engine control of a Formula One vehicle. Instead of conventional clutch, gearbox and accelerator operations, gear changes are made easy via simple steering wheel controls or a joystick in the centre console. But, unlike the dulled response of an automatic car, the computer-controlled manual Selespeed gear change process is performed perfectly, extracting maximum engine performance.

Changing gears is made easy without a clutch pedal, so the driver can concentrate on the driving of the car and revel in a gearbox that can flick from gear to gear in as little time as 0.7 of a second.

A more sporting response could not be imagined!

And for congested urban driving, the Selespeed offers a self-shifting 'city mode'. A highly sophisticated computer takes over complete control, moving the gears as required by engine speed, road speed and a host of other conditions monitored by the system's advanced sensors. And because driving pleasure always lurks around the next corner, full manual Selespeed can be restored at the touch of a button.

Q-System Automatic

The Alfa 156 2.5 V6, which is only available in the sedan, comes in both a 6 speed manual, or the Q-System Automatic which is a fully automatic transmission with the option to switch to manual control. The Alfa Q-System gearbox results in a car capable of two different driving styles. Decide at any time to opt for fully automatic mode or switch to manual mode for a sportier drive. In automatic mode it is a fully automatic gearbox with a choice of three operational settings, city, sport and ice.

Alternatively, by sliding the gear stick to the left, the gearbox offers a conventional 'H' pattern manual gearshift, albeit without the clutch pedal to operate. It is a unique feature of the Alfa 156 to have the choice of a conventional 'H' pattern gear operation, or fully automatic adaptive gear changing.



The new Alfa 156 offers a high concentration of safety technology including a rigid passenger cabin structure, six airbags, lateral anti-intrusion beams and a fire-prevention system that cuts out the fuel supply under certain accident conditions.

The Alfa 156 also features a driver and passenger airbag, with the ability to deactivate the passenger airbag if required, and two side airbags built into the front seats. There are also two window bags featuring a new design which inflates faster and is less intrusive for passengers, opening up from the top down, avoiding arm injury and effectively protecting the heads of the passengers in the front and back.

The passenger cabin has been designed as an occupant safety cell, thanks to its increased torsional rigidity and a bodyshell with controlled crumple zones complete with lateral anti-intrusion beams. To ensure children's safety, the new Alfa 156 is fitted with 3 ADR tested and approved anchorage points, which are located neatly under the trim of the rear deck, and allow for easy installation and removal of approved child seats.



“ALFA ROMEO IS
SOMETHING SPECIAL.
IT OCCUPIES A PLACE
APART...IT IS A WAY OF
LIFE...IT'S TO DO WITH
FEELINGS AND PASSION,
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...THESE
CONCEPTS FIND THEIR
TRUE EXPRESSION IN THE
CARS WE SELL...”

Orazio Satta, Technical Director of Alfa Romeo in 1962



WARRANTY: 3 year Alfacare warranty, 6 years against perforating corrosion, 3 year on paintwork, 3 year Alfacare Roadside Assist.

Dealer's stamp

NOTE: All information, descriptions and illustrations are correct at date of printing, 02/2004. Alfa Romeo reserves the right to make any changes to its products it considers necessary. Some of the equipment described and/or photographed in this brochure are options.

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All the information you need is on the internet at: <http://www.alfaromeo.com.au> or call **1800 253 200**.