

ALFANATIC

Event Announcement

Dining with the Cars


Casual Dining and Social Event Thursday Evening, June 26

Lift Inc., 2737 W. Mill Road, Glendale
6 p.m. until ??

Enjoy an evening of cars, food, and conversation.

Tom Heinrich has graciously offered to host a casual grill-out social event at his new headquarters in Glendale. Tom will provide a grill for cooking—you can bring the rest. Bring your favorite food and drink and perhaps some snacks or sweets to share. Pack it, along with some folding chairs, into your favorite sports car and drive out to Glendale. There is a large fenced gravel lot in back for parking.

2737 W. Mill Road is on the north side of Milwaukee, West of Green Bay Road and East of Teutonia. Google Maps will pin-point the location. Note that Mill Road is regularly patrolled by the Glendale polizia—they are most happy and willing to enhance the city revenue stream.


For directions and questions Tom can be reached at 414-353-5353 during office hours and 612-805-1179 at any other time. 

Join us for a fun and low-key event.

Convention Update Great Lakes Alfa 2014

Convention: July 23-27, 2014

Pre-Tour: July 19-22, 2014

It's getting closer. If you haven't made your plans yet it's time to act. While the level of FCA involvement is still unknown, the organizers are still talking to the powers-that-be, so who knows, we might get to see a 4C in the flesh. For registration and more information, the website is up and running at [Great Lakes Alfa](#). 

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Alfas at Auction – May Edition

By Bob Abhalter

There wasn't much Alfa auction action in April. The only results I found were from the April 6 Collector Car Productions Inc., auction in Toronto which offered two Spiders, a 1987 Quadrifoglio which sold for \$6,600, and a red 1990 Spider Quad, which went for the same price. There was no significant information available on the 1987 Quad, but the 1990 model was a well-maintained 92,000 mile two-owner car with the factory hard top and a never-used soft top. Although it was identified as a series 4 spider, it was very obviously a late series 3 car. From this small sample, it looks like the current value at auction for a decent series 3 Spider is in the range of \$6,600. 🍀



Wisconsin Club Members in Print

Don't miss the June issue of *Road & Track*. In addition to a review and comparo of the 4C, you'll find club member Colin Comer's "Shopping With Colin" column featuring the ex-George Meikrantz/Jim Huff 1961 Giulietta Spider. Colin also features prominently in Sam Smith's article on the 2013 Copperstate 1000.

You may remember that last Fall Bob Ludwigson submitted an article on our annual ICAMS event to *Hemmings Sports and Exotic Car* magazine and was promised a mention. Unfortunately the notice never appeared. He now reports that the editor apologized for the oversight and promised that it will appear in the August issue, on newsstands in June. 🍀

2014 Local and Regional Events Calendar

May 16–8	SVRA Spring Vintage Weekend, Road America
May 19	Lotus Corps track day , Blackhawk Farms Raceway. All makes welcome.
May 30–June 1	GEICO Motorcycle AMA Pro Racing / Subway SuperBike Doubleheader, Road America
June 6–8	AHRMA Vintage Motorcycle Classic, Road America
June 12–15	WeatherTech Chicago Region SCCA June Sprints, Road America
June 19–21	NASCAR NNS/Pirelli World Challenge/Trans-Am, Road America
June 26	AROC—Wisconsin, Dining with the Cars , a relaxed grill and social event.
June 26–28	Concours d'Elegance of Chicago , Northerly Island, Chicago
July 10–13	Fiat Freakout, Pheasant Run Resort, St. Charles, IL
July 17–20	The Hawk with Brian Redman, Road America
July 18–20	Festa Italiana, Maier Festival Park, Milwaukee, WI
July 19–23	AROC Convention Pre-tour, Lake Superior, MI
July 23–27	Great Lakes Alfa, AROC National UnConvention, Auburn Hills, MI
July 27	Concours d'Elegance of America at St. John's , Plymouth, MI
July 26–27	LeMons " Doing Time in Joliet ", Autobahn Country Club, Joliet, IL
August 3	AROC—Wisconsin, 17th Annual Italian Car and Motorcycle Show, Reina International Motors, Brookfield, WI
August 7–10	Tudor United SportCar Championship, Road America
August 23–24	Milwaukee Masterpiece , Club Day and Concours
September 12–14	VSCDA Elkhart Lake Vintage Festival, Road America
October 18–19	LeMons " Where the Elite Meet To Cheat ," Gingerman Raceway, South Haven, MI

2014 New Glarus Hillclimb Photos

It was a fine spring weekend for car watching in New Glarus the weekend of May 2-4. AROC-Wisconsin and Vintage Sportscar Club members and their guests arrived in force for the twenty-sixth running. Below are some pictures provided by Gary Schommer, highlighting the cars and the event. Mark your calendars for the twenty-seventh running next year—May 1-3, 2015. 🍀



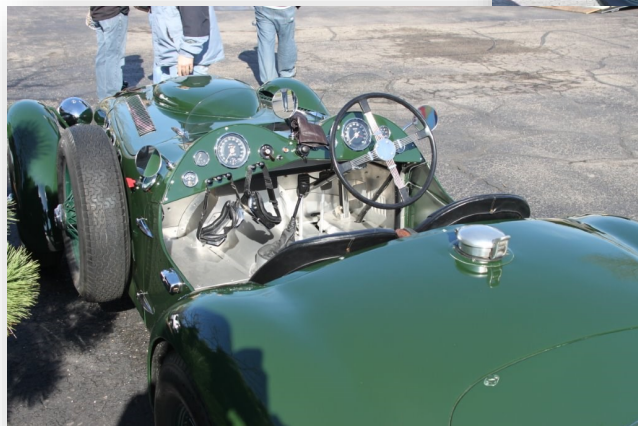
A Duetto formerly owned by Kevin Caulfield



The control center at work.



Blonde in Blue —GTV ride-along



A hemi-powered Allard

Hillclimb Photos Continued



GTV waiting for a run



The Prez' Ponders



Robert's Morgan



1972 Fiat 500L



Kevin Caulfield's 1951 Ferrari, inside and out.



Still More Hillclimb Photos



1958 Custom Drogo-bodied Ferrari 250



A Jaguar waiting for the start



Not your usual ride—Ford Fronty



Attendees enjoyed the traditional Swiss entertainment.



American Availability of the 4C Moves Closer

The website 4C-forums.com is compiling a tally of U.S. dealers who have received acceptance letters for their new Alfa Romeo franchises. At this writing, nine Fiat dealers and no Maserati dealers have been identified. Included on [the list](#) are two dealers in the Chicago area; [Fiat of Chicago](#), on W. Randolph, just outside the loop, and [Bettenhausen Fiat](#) of Tinley Park. No Milwaukee-area dealers are identified, the next closest location being Bloomington, MN. This doesn't necessarily mean that there won't be a Milwaukee dealer, just that one hasn't been identified by members of the 4C forum. The absence of Maserati dealers might mean that FCA hasn't gotten around to letting them know yet. Club member Roy Ferrari reports that the situation with the dealers he's talking to is "crazy," with no one knowing what's up.



Meanwhile, *Auto News* reports that Alfa Romeo CEO Harald Wester identified some of the changes Alfa made to the U.S.-spec 4C, including more robust front and rear frames with a reinforced and retuned suspension. They also fitted more normal-looking headlamp assemblies to replace the warty looking ones and added additional standard equipment. He also stated that the 4C could handle more power and that the present engine could be tuned more highly than it presently is, hinting at a higher-performance 4C coming in the future – perhaps in late 2015? 🍀

Alfa Museum News

Several Italian news sources including BorsaItalina.it have reported on various civic leaders' efforts to urge the reopening of the Alfa museum in time for Milan's Expo 2015. The world exposition, which will be centered only a few kilometers from the museum, is scheduled to open May 15, 2015, timing which makes a full-blown museum project seem undoable. Most recently, though, Dario Franceschini, Italian Minister of Culture, called on the administration to take steps to reconcile the positions of the local governments and Fiat to achieve the redevelopment by the Expo's opening.



Earlier *Il Giorno* reported that, on April 15, the city fathers of Arese and neighboring Rho called on the Cultural Heritage Ministry of Lombardy to abandon their lawsuit and allow Fiat to proceed with their plans to redevelop the museum in order to be available for the Expo's visitors. Still others called for Fiat to reopen the museum as-is, without executing the redevelopment plan. The goal of all these groups is to make the museum available to the millions of visitors expected for the upcoming Expo and to, not coincidentally, boost tourism traffic in the region. 🍀

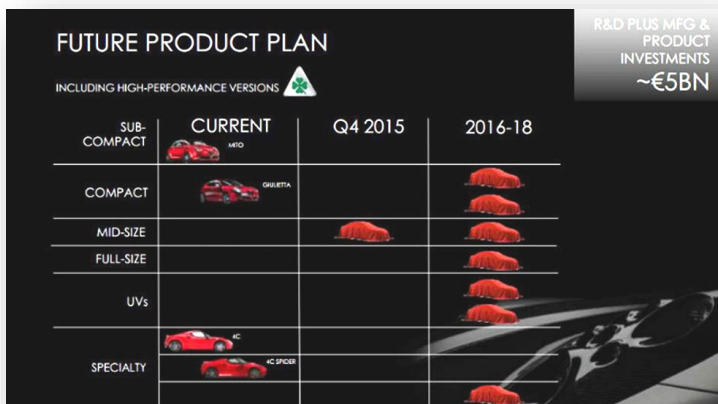
New Alfa Five-Year Plan Provides Some Answers Yet Leaves Questions

By Bob Abhalter

The Plan

Many Alfisti have been waiting months for the formal reveal of Alfa’s latest [five-year product development plan](#), and on Tuesday, May 6, they got some reason to hope that the marque is on the road to revival. The consensus is that the over \$7 billion development plan is very ambitious, and that even though it seems like a lot of money, it may not be enough to advance Alfa from the 74,000 units sold in 2013 to the 2018 sales goal of 400,000.

The plan presented Wednesday hews fairly close to the information that’s been leaking in the automotive press for the last couple of months. Eight new models are planned for introduction by 2018, not including the 4C and 4C Spider which are considered to already be in production. First on the list is a midsize sedan to be released by Q4, 2015. After that, the crystal ball gets a little cloudy, as the 2016-2018 timeline is compressed into a single time period. It’s clear, though, that in addition to the new Giulia mid-size, the plan includes a full size sedan, two SUVs, two compacts, and a “specialty model.”



In his 55 slide PowerPoint presentation, Alfa CEO Harald Wester recapped Alfa’s lineage, its history of racing successes, and its chronic lack of profitability. He took jabs at its recent fate at the hands of its parent, Fiat, and at the outcome of Fiat’s collaboration with GM.

He identified the elements of the “Alfa DNA,” namely:

- Advanced, innovative engines
- Perfect 50/50 weight distribution
- A set of unique technical solutions
- Class-Exclusive power to weight ratios
- Groundbreaking design that is distinctively Italian

Wester stated that, with the exception of style, the elements of the DNA have been overlooked in recent years, allowing Alfa’s German competitors to gain a huge advantage in sales and technology.

The Skunk Works

In order to rescue the marque, management established a “skunk works,” consisting of 200 engineers, (to grow to 600 by 2018) led by 2 managers from Ferrari. The group was assigned very specific goals: Develop a best-in-class rear- and four-wheel-drive architecture for global products, capable of covering from C to E (compact to full-size) segments, including SUVs, using unique powertrain solutions for both gas and diesel engines, with eight products to be launched by 2018, the first start-of-production in the second half of 2015, and all products to be made in Italy. Tall order!

Three new gas and two diesel engines are planned: Two four-cylinder gas and one six cylinder, as well as one each four- and six-cylinder diesel. Italian news sources have identified the factories where the engines are slated to be produced and where the new Giulia will be assembled. The mid-size SUV is rumored to follow close behind.

At the close of the presentation, Mr. Wester teased us with the promise of a new cloverleaf (sic)—read performance model—by the end of 2015. A hotter 4C? Who knows what he has in store, and anyway, what was he thinking by using “cloverleaf” instead of “Quadrifoglio” in his PowerPoint?

A Few Thoughts

Several important facts came out of the presentation. First, Alfa Romeo is to become a stand-alone company under the Fiat umbrella, similar to Ferrari and Maserati. Second, Alfa will develop a unique chassis and engine range—no rebadging of Fiat or Chrysler products—although it is projected that Dodge may become the eventual beneficiary of some of the chassis work.

That's the good news. There was no mention, however, of the Mazda/Alfa joint project. It's not clear what badge that product will wear when it appears.

Also, I hope that the 200 persons assigned to the skunkworks aren't *all* engineers. At least a part of Alfa's past failures have to be laid off to some really poor marketing decisions, and they aren't exactly covering themselves in glory with the conduct of the American 4C rollout. One can build the greatest car ever conceived, but if it's hard to buy one...

The fact that we haven't seen an official release of the styling concept for the new Giulia is a testament



to the extremely tight delivery deadline imposed by the plan. None of the concepts I've seen on the web are more than outside artist's concepts. Most look like Audis with an Alfa grill, or expanded Giuliettas. Some have 1950s' 1900-style snouts. I've seen nothing yet that I'd identify as "groundbreaking design." Just because you're competing with BMW and Audi doesn't mean you have to look like one.

As I was writing this, the GM's Saturn adventure popped into my mind and caused a shiver to run down my spine. There are some few parallels with the plan I described above—a break with the recent past, semi-autonomy, clean slate, lots of money. Let's hope that FCA does a better job than GM did of developing a superior product and establishing a lasting foothold in the marketplace. I'm rooting for them! 🍀



Is one of these the new Giulia?

Owners, Wish Your Giulietta Sprint a Belated Birthday

Alfa introduced the Giulietta Sprint to the world on April 19, 1954, so we're a couple of weeks late wishing the Sprints in the care of our membership a happy birthday. Alfa has taken the opportunity to commemorate the Sprint's anniversary by releasing a special version of the current model, just like any good carmaker would. Too bad we can't have one in the U.S. 🍀



Classifieds

Wanted

Looking for leads on a Giulia Sprint.

Davidz@wi.rr.com

For Sale

Ausco D8700 Hydraulic Mobile Crane \$50 O.B.O.

300—1,000 lbs. capacity

Dimensions are approximately:

Base: 58" x 31" Overall height: 51" Arm (removable) 58", collapsible to about 50"

Call Jim Huff 262-673-5872



ALFA MANUALS AVAILABLE 29 MARCH 2014 – JAMES HUFF

Listed below is a selection from Jim Huff's collection of Alfa Service Literature. Jim says the selections are in "fairly good condition" and could be useful to those seeking "expert guidance." He is offering the items for sale, price on inquiry, and says that the pricing for Club Members will be "very friendly."

Contact Jim directly at 262-707-7865



1976 Alfetta GT

New synchros, and transmission mounts. New black leather interior and carpet. Rebuilt engine approximately 500 miles on the rebuild. Had a Macco paint job when I bought it and could use a refresh. Need garage space back. Asking \$2,500 or best offer

Two Engines

1987 2.5l from a rusted out Milano. Approximately 90k. Make Offer.

1991 3.0l S motor. Approximately 200k. Make Offer.

Parts - Make offer

Several Milano parts—Engine parts, Oil pans, valve covers, heads, small interior parts, hood, and sunroof. Don't have a Milano so I don't need the parts.

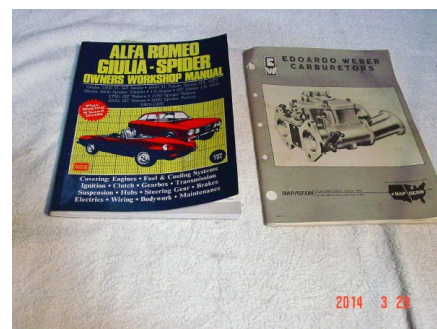
1974 Spider Hood, Cowl, Doors, Transmission and interior parts.

New Left rear quarter panel and lower nose pan.

Steve Wirtz
262.306.8238 Home
West Bend, WI
swirtz@charter.net

GROUP ONE – ABOVE PHOTO

OWNERS MANUALS GIULIA 1600 TI (1-ITALIAN & 1-ENGLISH)
OWNERS MANUAL 1750 (ALL MODELS)
OWNERS MANUAL ALFETTA, GT-2000



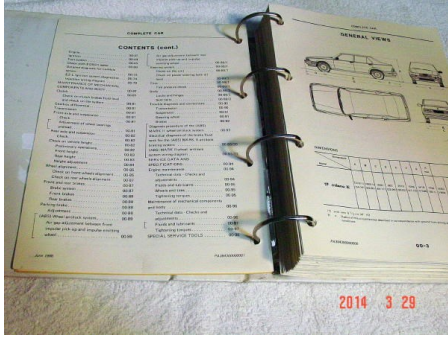
GROUP TWO – ABOVE PHOTO

ALFA ROMEO GIULIA-SPIDER OWNER'S WORKSHOP MANUAL (U.S. VERSION) 166 PG
EDOARDO WEBER CARBURETTORS PARTS LISTS, APPLICATIONS, KITS - 33 PAGES

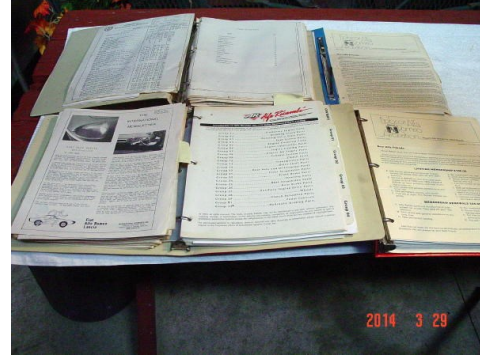
More...

GROUP THREE - PHOTOS BELOW

V-6 MILANO FACTORY WORKSHOP MANUAL



A.R. TECH ARTICLES, PERFORMANCE, HOW-TO, SPECIAL PARTS FROM IAP, ALFA RICAMBI, BOBCOR, AND SHANKLE – TECH NEWSLETTERS, TIPS FOR COMPETITION (MANY PAGES OF VALUABLE INFO. FROM THE “EARLY DAYS”



GIULIETTA 1300 PARTS CATALOGS (2 COPIES) SEE BELOW



Alfanatic will post brief non-commercial classifieds for members and friends at no charge. Email the [editors](#) to make a submission.

ALFETTA MANUALS FOR : ENGINE, CLUTCH, GEARBOX, DIFFERENTIAL, FUEL INJECTION SIX MANUALS BELOW



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Rare 1924 RL Targa Florio Sold

This rare and important 1924 Alfa Romeo RL Targa Florio was a recent private sale by Kidston, a dealer in rare automobiles. Owned by the late Count ‘Johnny’ Lurani it is thought to be the fourth place finisher and only survivor of Alfa’s four car entry in the 1924 Targa Florio.



After the race the rolling chassis was sold to Englishman L.G. Styles who also negotiated for the exclusive rights to sell Alfas in England. It was actively campaigned in England in several configurations, passing through several owners until its purchase in 1969 by ex-racer Lurani who restored it to its Targa Florio configuration. The new owner purchased it from Kidston, agents for the estate. Follow [this link](#) for the full story. 🍀

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SUBMISSIONS

Do you have a story you'd like to share? Have a restoration in progress or finished? Taken a memorable road trip or have a funny car story? Pictures, lessons learned, maintenance tips? Whatever. The *Alfanatic* is always looking for material to publish. Email your submissions to the editor at rabhalter@att.net and share with your fellow Alfisti.

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CLUB MEMBERSHIP is \$60 per year and includes both national and local memberships. Renewals or new memberships may be sent directly to the National Office or visit <http://www.aroc-usa.org/application.php>



Great Lakes Alfa

AROC NATIONAL CONVENTION



DETROIT·2014

July 23 – 27, 2014