

# ALFANATIC



## Next Event

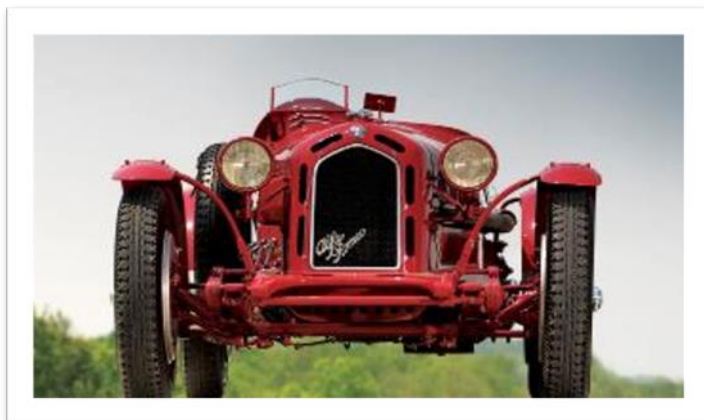
### **The Heinrich's Sportscar Solstice Howl at the Moon Garage Party and Happening Wednesday, June 28, 2023, 6 p.m.**

### **All Are Welcome**

Lift Incorporated World Headquarters  
2737 West Mill Road  
Glendale, WI 53209

Questions?  
Call Tom Heinrich,  
414-353-5353/office  
612-805-1179/cell  
[tom@liftinc.com](mailto:tom@liftinc.com)

Join our hosts Pam and Tom Heinrich for an evening of cars and conversation at this informal gathering. They'll provide the venue, hospitality, and a grill. You provide your chosen meal and beverage, and, if you wish, something to share. All are welcome.



### **In This Issue**

- Events Calendar
- Local News
- 2024 Convention Plans
- Giulia, Stelvio Price Cuts
- Next New Alfa
- New Classifieds

## New Alfa Romeo Sales Manager at International Autos

By Bob Ludwigson

I heard that the sales manager at International Alfa Romeo, our local Alfa dealer, had been replaced. So early in May I made a trip to the dealer to see for myself. Once there, I met the new manager, Heather Stupar. She is originally from New Orleans and is eager to make an impression at International Autos.

She admitted to me that she is a dedicated car person, even though her husband is not!

During our meeting I explained how our club serves the interests of Wisconsin people who own Alfas. I gave her a copy of the Alfanatic and described some of the events we sponsor, including the Italian Car and Motorcycle Show.



*Sales manger Heather Stupar at work*

At the end of our meeting she remarked how Alfa has continued to keep the shield-shaped grill (called the scudetto) as she was looking at the grill on my Giulietta.

And surprise! After our meeting she emailed me to say that she had met with her boss and they will be bringing two cars to our ICAMs show! 🍀

### Local, Regional, and International Events Calendar, 2023

Something missing? Send dates for events we've missed and we'll include them in the next calendar. email: [rabhalter@att.net](mailto:rabhalter@att.net)

June 15-18	NTT IndyCar Series, Road America
<b>June 17-20</b>	<b>AROC-USA Pre-Convention Tour, Asheville, NC</b>
<b>June 21-25</b>	<b>Alfa del Piemonte, AROC National Convention, Concord, NC</b>
June 23-25	SCCA Chicago Region June Sprints, Road America
June 24	<a href="#">CAROC/Lotus Corps Annual Lapping Day</a> , Blackhawk Farms Raceway
<b>June 28</b>	<b>Tom Heinrich's Howl at the Moon Summer Solstice Party</b>
July 6-7	Millers at Indianapolis, Indianapolis Raceway Park, Indianapolis, IN
July 7-9	TransAm Speed Tour, Road America
July 13-16	WeatherTech International Challenge, Road America
<b>July 23</b>	<b>AROC-WI Italian Car and Motorcycle Show, Sussex Village Park</b>
July 27-29	NASCAR Xfinity Series, Road America
Aug 1	<a href="#">Brew City Cruise Night Exotic Night</a> , River Club of Mequon
Aug 3-6	IMSA Sportscar Weekend, Road America
Aug 18-20	Fanatec GT World Challenge, Road America
Aug 19	Concorso Italiano, Monterey, California
Aug 20	Pebble Beach Concours d'Elegance
Aug 27	<a href="#">Geneva Concours d'Elegance</a> , Geneva, Illinois
Sept 10	<a href="#">2023 Des Moines Concours d'Elegance</a>
Sept 15-17	Ariens Art on Wheels (VSCDA), Road America
Sept 22-23	<a href="#">Detroit Concours d'Elegance</a> , Detroit Institute of Arts
<b>Oct 19-23</b>	<b>AROC Goes to the USGP 2023, Austin TX</b> (sold out, wait listed)

#### **2024**

March 3	The Amelia Concours d'Elegance, Amelia Island, Florida
<b>May 3-5</b>	<b>AROC-WI, Das Kurze Klausenrennen, New Glarus, WI</b>
<b>May 29-June 2</b>	<b>AROC-USA, Alfas by the Lake 2024, Petoskey, Michigan</b>

## Brew City Cruise Night

Brew City Cruise Night is a regular Tuesday evening summer drive-in event. Held at the River Club of Mequon, each evening has a unique theme. The theme for **Tuesday, August 1**, is *Exotic Night featuring Italian Cars*.

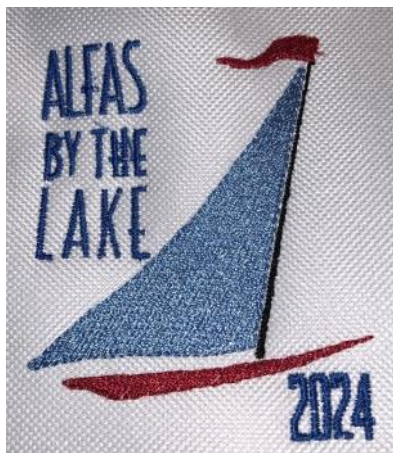
Attendees can expect to see an average of 100 cars every Tuesday and, according to the [event's website](#), although each night is themed, all cars are welcomed. August 1 is another opportunity to show your Italian colors. The show runs between 5 and 8 p.m. See you there?

River Club of Mequon  
12400 N. Ville Du Parc Drive  
Mequon, WI 53092

### 2024 AROC Convention Taking Shape

Your editors recently traveled to northern Michigan to participate in a dry run of the 2024 *Alfas by the Lake* convention.

At its winter retreat, the AROC board of directors discovered they lacked a candidate club to host the 2024 National Convention. Board member David Hammond and spouse Andrea quickly hatched a plan to host a mini-convention in northern Michigan. The area is a favorite vacation spot for the Hammonds, and they have led driving tours to the area and to the U.P. in past years. Given the very short time available to work out the details, many of the traditional convention events, other than the annual meeting and banquet, could not be scheduled. Instead, attendees will participate in a series of driving tours, visiting some of the region's "greatest hits."



Although the details have yet to be fine tuned, the May 29 - June 2, 2024 convention will be headquartered at a charming lodge near Petoskey. Drives will

include a trip to the Sleeping Bear Dunes west of Traverse City, Grand Traverse Bay's Mission Peninsula and its wineries, a drive along the lakeshore on M-119, the "Tunnel of Trees," to Mackinac Island, and an opportunity to sail Traverse Bay in a Tall Ship.

We drove the routes during the dry run, enjoying most every mile. The weather was fine, the roads mostly well-paved, and the food excellent. The weekend immediately following Memorial Day was chosen because it is on the cusp of the tourist season. We didn't encounter much serious traffic until Saturday.

The area is readily accessible to our membership. Wisconsinites used to driving up north or to Door County should feel right at home on the other side of Lake Michigan. Drive time, either north or south, from Milwaukee to Petoskey is about 7 hours, and the Lake Express or S.S. Badger car ferries can save some driving grief and are an adventure in themselves.

If your appetite is suitably whetted, start planning now and be ready to pounce when registration opens, as space will be very limited.

### New Lower Pricing for 2024 Giulia, Stelvio

On May 23, [carsdirect.com](#) reported that Alfa Romeo plans to cut the list price of the 2024 Giulia and Stelvio by \$1,800 in order to better compete with its German rivals. Although BMW's 2024 pricing hasn't yet been released, the new pricing is expected to undercut the comparable 3-series and X-3 offerings. The reductions don't apply to top-end Quadrifoglio models. Alfa spokesman Nick Cappa states: "The reduction in pricing is a lifecycle direction for Stelvio and Giulia to enhance market competitiveness."

Dealers are already heavily discounting their present inventory and we may see more of this in the future as Alfa seeks to build volume in the U.S.

### Alfas on TV

By Bob Ludwigson

Those who follow the *FBI* series on CBS should check out *FBI Most Wanted*. The star, Dylan McDermott, who plays investigator Remy Scott, drives a 1990's Alfa Romeo Spider. The green car appears in most of the shows. Although this year's season has ended, I'm sure you can catch the reruns this summer.

## Alfa Teases New B-Segment SUV

*Asks fans to guess the name*

In a ploy reminiscent of the naming contest that accompanied the launch of the Giulia Spider “Duetto” in 1966, Alfa Romeo took to [Twitter](#) with a teaser video asking its fans to guess the name of its new small BEV SUV, scheduled for introduction in 2024. The Polish-built, small, all-electric SUV is to be built on the same platform as the Jeep Avenger. A Fiat version is also expected. The Alfa will compare favorably with the Mini Countryman. Sadly, neither the Jeep nor the Alfa is expected to come to the U.S.



*Jeep Avenger*

According to press reports the SUV, developed as project “Kid,” was to be named the Brenner (Ital., Brennero) after the Alpine pass, consistent with the naming pattern which gave us the Stelvio and Tonale. Apparently the powers that be at Stellantis decided on a more relatable but still very Italian name.

The Australian website, [carsales.com](#) (Spoiler Alert) is confident they know the new small Ute’s name. They say that the emergence of the *Biscione* at the end of the video, combined with a December Australian Intellectual Property Office filing by FCA Italy, S.P.A., makes it highly likely that the new SUV will be called the Visconti. The Biscione, the crowned serpent devouring a man, is the heraldic symbol of the Visconti family and comprises half of the Alfa Romeo logo.

It remains to be seen whether we will ever see the SUV (Alfa calls it a Sport Urban Vehicle) in the U.S. We never saw the Mito or the modern Giulietta. Both were considered too small for the market, as is this new offering. Perhaps that may change in the future. That decision is in the hands of Alfa’s U.S. management team. 🌱

## Space Still Available for Greek Rally

*CAROC member Wayne Toberman writes:*

Bob, I sent you an article a few months back about the upcoming Tour du Péloponnèse 2023 7-day vintage auto rally in Greece. This is an update:

All the team spots are now taken, but there are about 5 places remaining for co-drivers/navigators. So, any-

one from AROC who chooses to partake doesn’t have to worry about not having an auto in the Rally. This is the best and easiest way to join in on the festivities!

Being the 10th Anniversary, it’s already been leaked then publicized that it’s going to be a tremendously fun-filled event!

My co-driver/navigator and I are already paid and signed up. We will have the same 1978 Datsun 180 we had last year, in which we placed 3rd in class. It’s going to be a challenge to do so again this year, but we’re up for it!

Here is the list of confirmed participants with still missing spots. You might want to share this with the membership to see if anyone may be interested. <https://www.triskelion.gr/provisional-entry-list-prosorinos-pinakas-symmetehonton>

Next year my 1986 Alfa Spider will be in the line-up as well! 🌱

## TV Ad Blitz for U.S. Tonale

According to [Wards Auto](#), the [30 second ad](#) introducing the U.S. version of the Tonale reached 261 million sets of eyeballs in the period between May 29 and June 4, making it the largest automobile ad buy for the period. The placements with the greatest exposure were college baseball, *Forensic Files*, and *Today 3rd hour*. To quote the ad: “...because you can take Alfa Romeo out of Italy, but you’d best believe you can’t take the Italy out of an Alfa Romeo.” I recently saw the ad run on Fox News, so I know it’s out there. The visuals were the best thing about the ad for 30% of viewers surveyed, according to Wards. Now, if there were only some Tonales to see at the dealership. 🌱

## Alfa In Talks With Haas F1

*Deal with naming rights unlikely*

Rumors circulated last month about a possible \$20 million sponsorship deal between Alfa Romeo and Haas F1 to replace Alfa’s expiring naming agreement with Sauber. Haas team boss Gunther Steiner stated that Haas would welcome the deal, but since they already have a 5-year naming deal with MoneyGram yielding \$20 million annually, an Alfa deal would likely not include a team name change. Under those circumstances it is questionable whether the deal would be worth it for Alfa unless a creative co sponsorship agreement can be negotiated. 🌱

## Classifieds

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

### Wanted

Your classified ads! Posted free! Let us know.

### For Sale

Minnesotan **Tim Parker** is selling an engine and block. The engine is "a pretty clean 2-liter **Alfetta engine/bell housing** with some ancillaries." The block is a "clean, washed 2-liter **Alfetta GTV block**." Both are ready for pickup at the Anoka, MN airport and can be easily lifted into a pickup. Tim has photos and serial numbers and can be reached at 651-235-2776. When you call, tell him Tom Heinrich referred you.

**Jim Thiel** is looking for a new home for his red **1982 Spider**. He's had it since 1989 and is the third owner. The car has traveled a little more than 67,000 miles and has always been garaged during Jim's ownership. The paint is original and the top in good condition, with a clear back window. According to Jim, the tires are in good shape. He says the leather seats and the dash have no cracks. If you're interested, you can contact Jim by email at [jthiel28@wi.rr.com](mailto:jthiel28@wi.rr.com)

**Gary Tree** is still trying to clean out his garage. He is parting a **1980 Spider** and has many other parts to sell, too numerous to list. An S2 Windshield, fiberglass bumpers, engine, transmission, door latches, etc. Just ask! Contact Gary at 608-209-2352, or [gjtreehouse@gmail.com](mailto:gjtreehouse@gmail.com)

**GT Motorsports**

Al Pinkowsky

520 Capitol Drive • Pewaukee, WI 53072  
ph: (262) 695-4238

Import Service • Performance Upgrades  
European Specialists

**Express Yourself**  
*Italian Style*

Ferrari 360 Spider

Milwaukee's Exclusive Dealer

**REINA INTERNATIONAL AUTO INC.**  
Sports & Luxury Car Center  
12730 W. Capitol Dr., Brookfield, WI 53005  
262-781-3336  
[www.reinaintlauto.com](http://www.reinaintlauto.com)  
COME AND CHECK OUT OUR NEW  
DOWNTOWN MILWAUKEE VESPA BOUTIQUE  
715 N. Milwaukee St. • 414-271-3336

**Alfa del PIEMONTE**

2023 AROC NATIONAL CONVENTION

MID-ATLANTIC ALFA ROMEO CLUB

ALFA ROMEO OWNERS CLUB

## CONTACTS

### **PRESIDENT/TREASURER**

Randy Swanson ([13swanson@gmail.com](mailto:13swanson@gmail.com))  
N66 W6684 Cleveland, Cedarburg, WI 53012  
262-377-7144, 781-5568 (w)

### **V.P., EVENT COORDINATOR**

Bob Ludwigson ([rludwigson@aol.com](mailto:rludwigson@aol.com))  
N88W22526 N. Lisbon Rd, Sussex, WI 53089  
262-527-2396

### **EVENTS, MEMBERSHIP**

Gary Schommer ([alfaman@wi.rr.com](mailto:alfaman@wi.rr.com))  
W141N6672 Memory Rd, Menomonee Falls, WI  
53051-5119  
414 418 0879

### **WEBMASTER**

Position Open - Volunteer Needed  
[www.aroc-wisconsin.org](http://www.aroc-wisconsin.org)

### **NEWSLETTER EDITORS**

Bob and Chrystal Abhalter  
([rabhalter@att.net](mailto:rabhalter@att.net))  
5406 2nd Ave, Unit 2B  
Kenosha, WI 53140  
262-577-5212

### **TECHNICAL ADVISOR**

Al Pinkowsky ([al@gt-motorsports.net](mailto:al@gt-motorsports.net))  
520 Capitol Dr.  
Pewaukee, WI 53072  
262-695-4238, 414-774-8938

## 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](mailto:rabhalter@att.net) and share with your fellow Alfisti.

## SCAM WARNING

No one legitimately representing AROC-WI will ever contact you to request you purchase gift cards or otherwise loan money on behalf of the club or its officers. Any such request should be presumed to be fraudulent.

**DISTRIBUTION:** The *Alfanatic* is distributed exclusively by email. To update your preferred email address reply to [rabhalter@att.net](mailto:rabhalter@att.net). If you know a non-member Alfisti who would benefit from receiving the *Alfanatic*, send their email to me and I'll add it to the distribution list.

**DISCLAIMER:** Views expressed in the *Alfanatic* are solely those of the authors and are in no way endorsed by this organization or publication.

**CLUB MEMBERSHIP** is \$68 per year and includes both national and local memberships. Renewals or new memberships may be sent directly to the National Office or visit [aroc-usa.clubexpress.com/](http://aroc-usa.clubexpress.com/).

