



DELIVERING SOME OF THE HIGHEST HONORS

**MOTORTREND**  
**CAR OF THE YEAR**



**BEST CAR**  
**ALFA ROMEO GIULIA**  
**QUADRIFOGLIO**



TIME WELL SPENT





WE'VE RESTORED MORE THAN A RESPECT FOR OUR  
HERITAGE





# 2014 ... AN AMBITIOUS PLAN



8 NEW PRODUCTS



CLASS LEADING PERFORMANCE



INTRODUCE BRAND IN U.S. & CHINA



ESTABLISH NETWORK IN U.S. AND CHINA



400K GLOBAL SALES



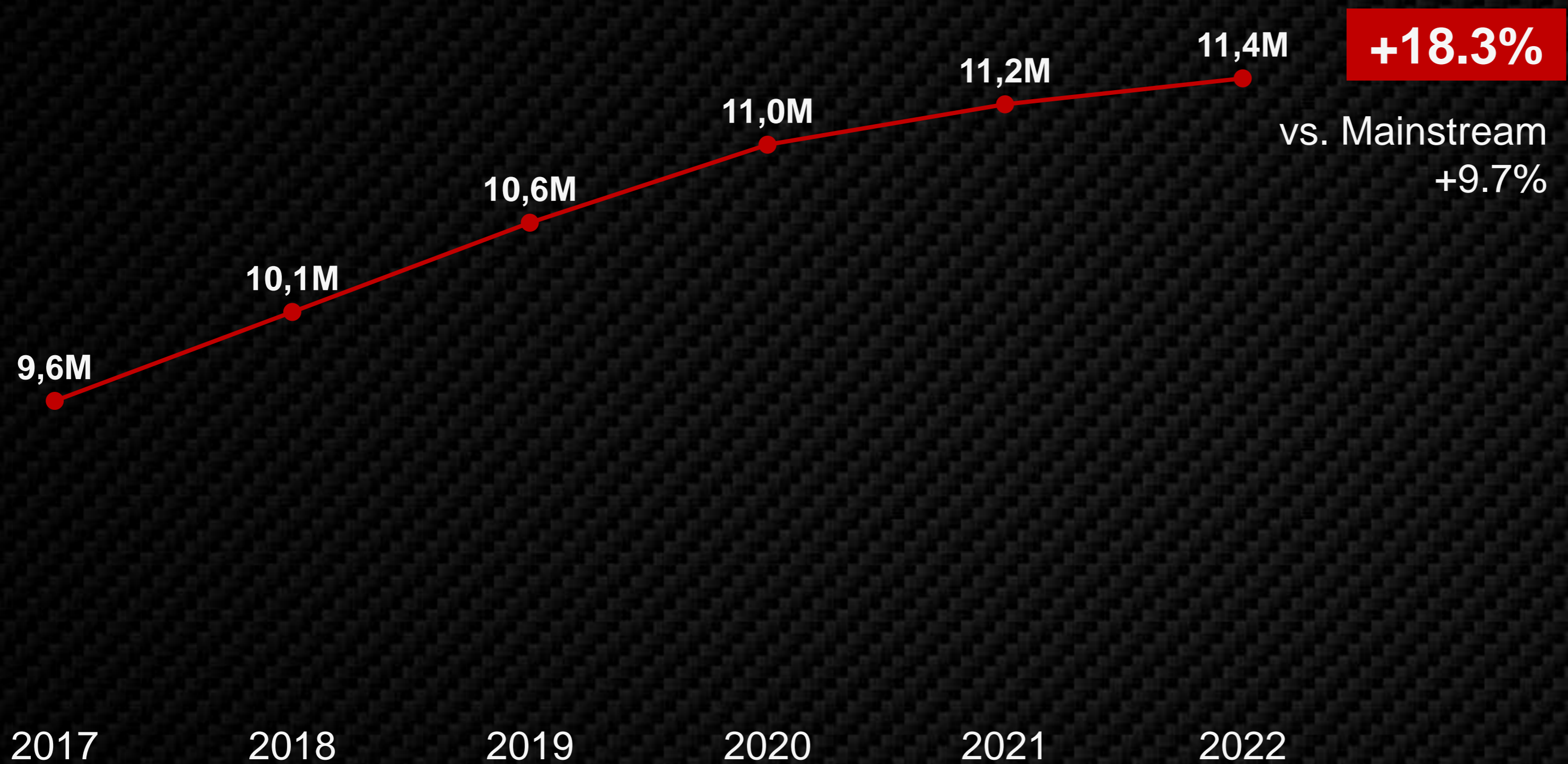


2014... WE HAVE BUILT A STRONG FOUNDATION



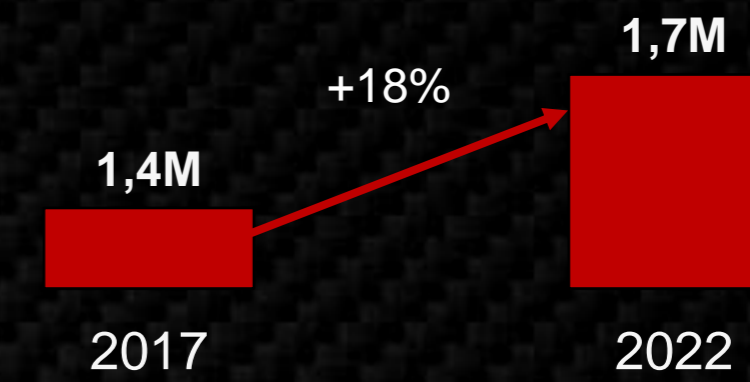


# PREMIUM INDUSTRY VOLUME

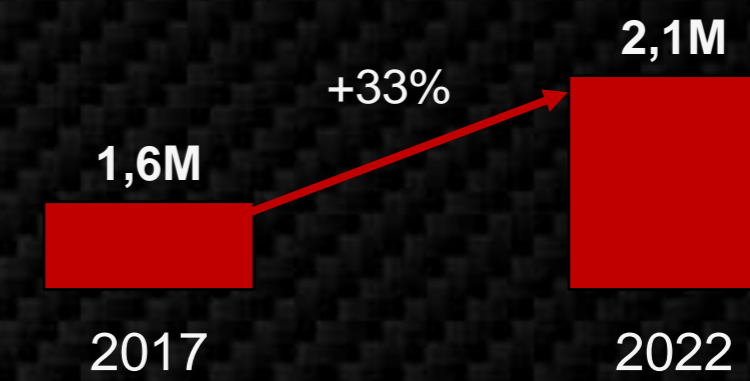


## 81% GROWTH – 4 SEGMENTS:

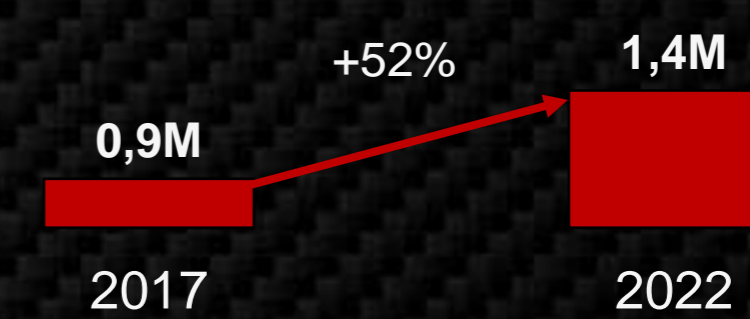
### MID-SIZE SEDAN



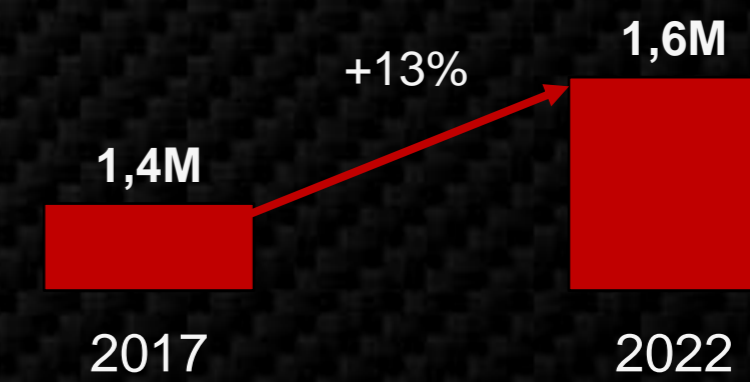
### MID-SIZE UV



### COMPACT UV



### FULL-SIZE UV



3.0M



STAYING TRUE TO OUR DNA

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ADVANCED ENGINE TECHNOLOGY

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50/50 WEIGHT DISTRIBUTION

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POWER-TO-WEIGHT RATIOS

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ITALIAN STYLING

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APPLY 4C DNA TO ANY SEGMENT



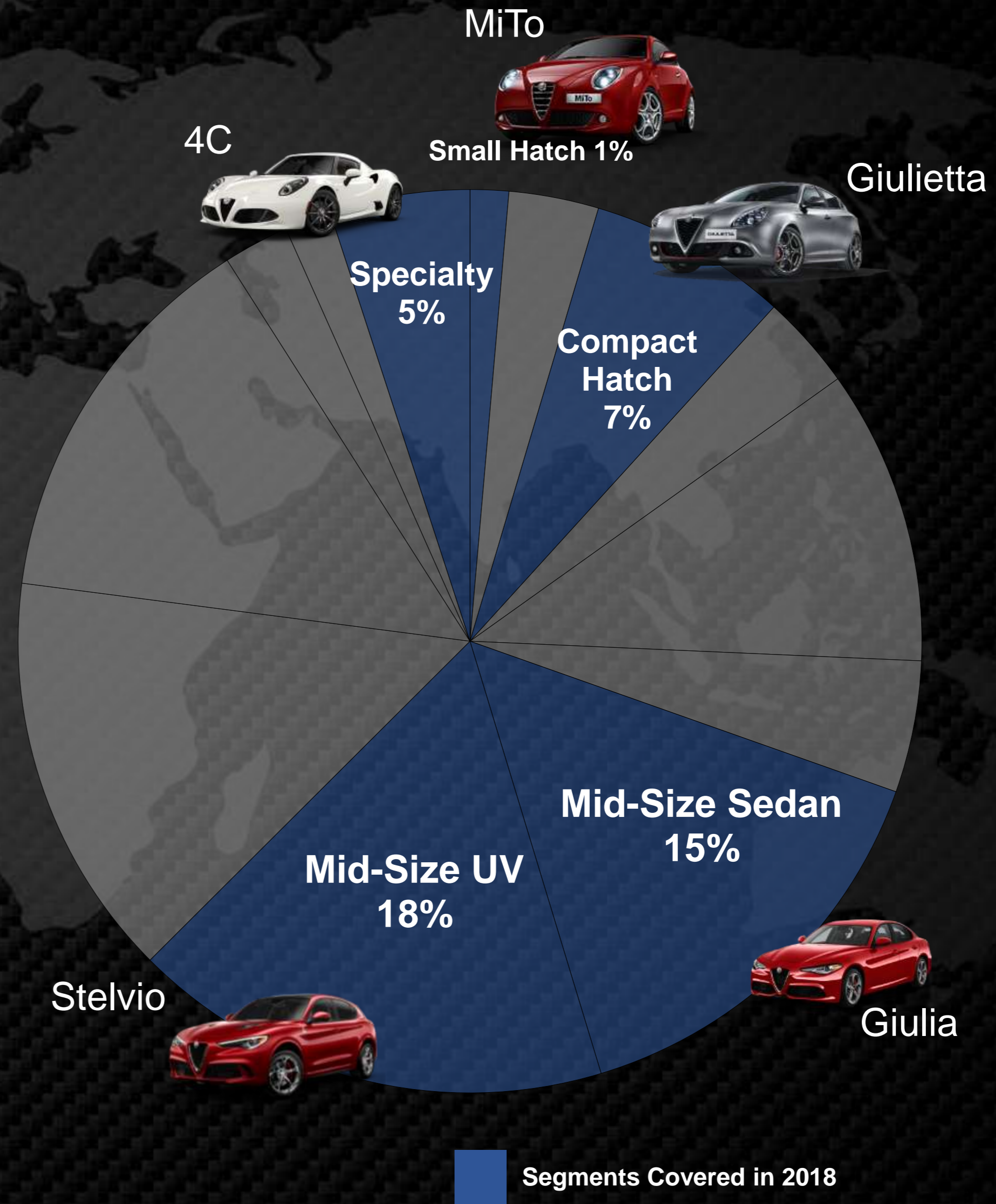


# GLOBAL MARKET COVERAGE – 2018

## EXPANSION OF MARKET COVERAGE TO 46%

Total Alfa Romeo Market **10.1M**

2018 Alfa Romeo Coverage **46%**

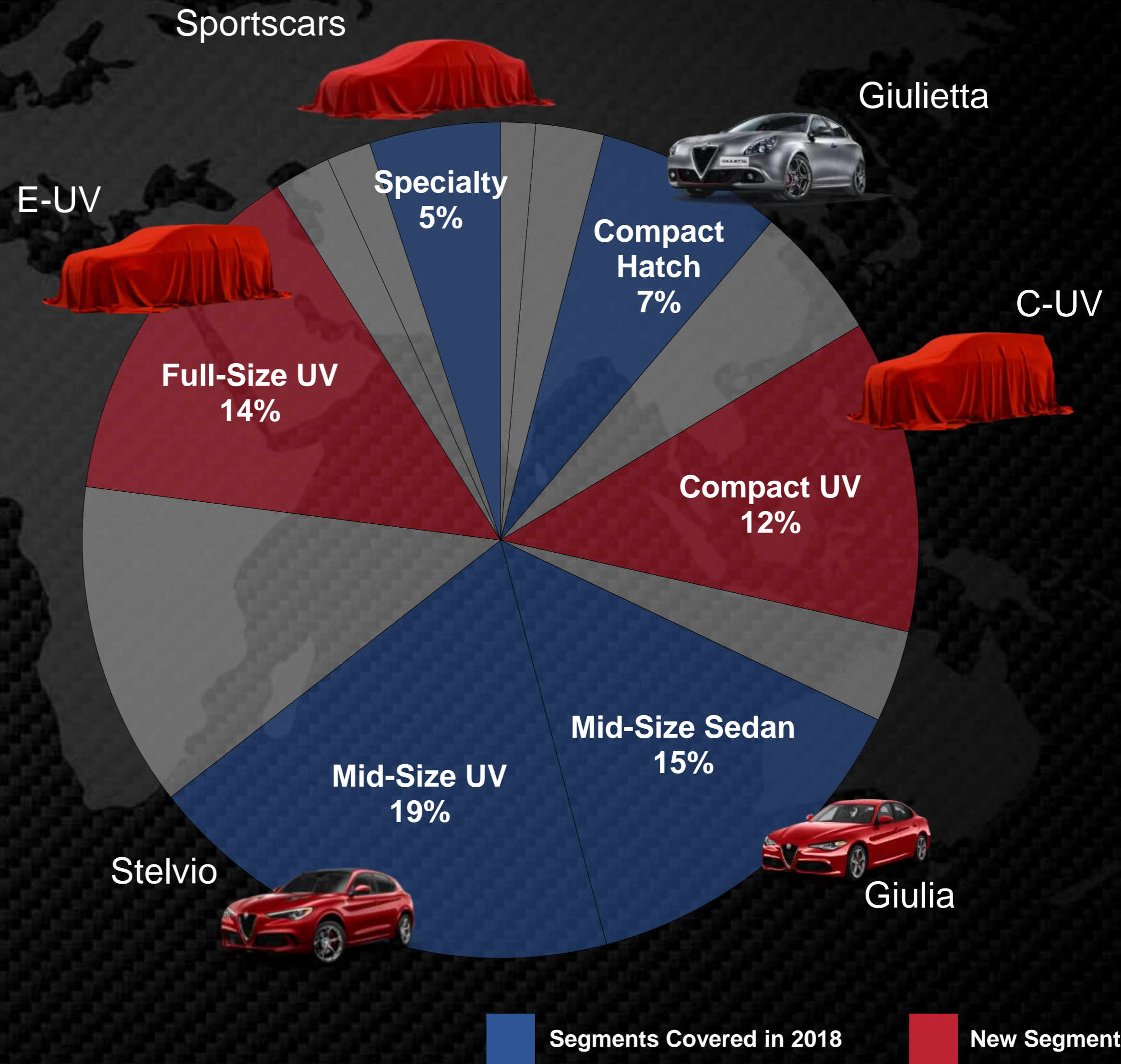




# GLOBAL MARKET COVERAGE – 2022

## EXPANSION OF MARKET COVERAGE TO 71%

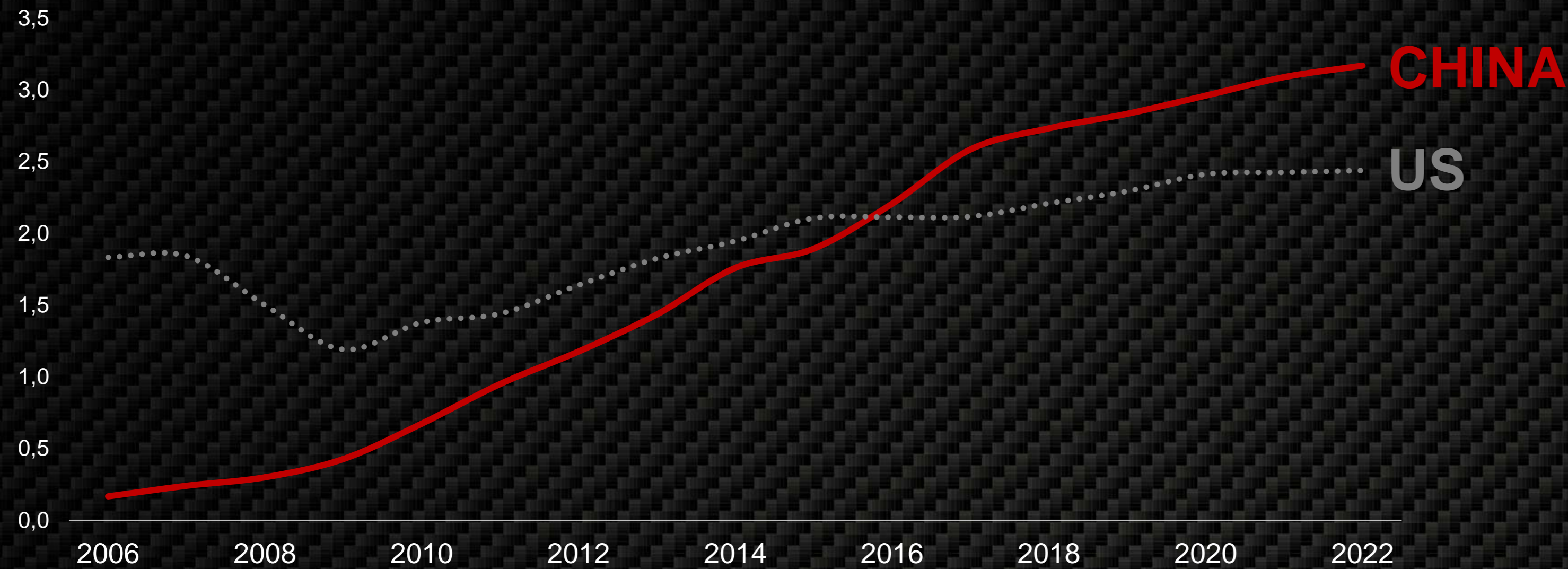
Total Alfa Romeo Market	11.4M
2022 Alfa Romeo Coverage	71%



■ Segments Covered in 2018
 ■ New Segments in 2022



# A REGIONAL APPROACH



THE LARGEST PREMIUM MARKET IN THE WORLD

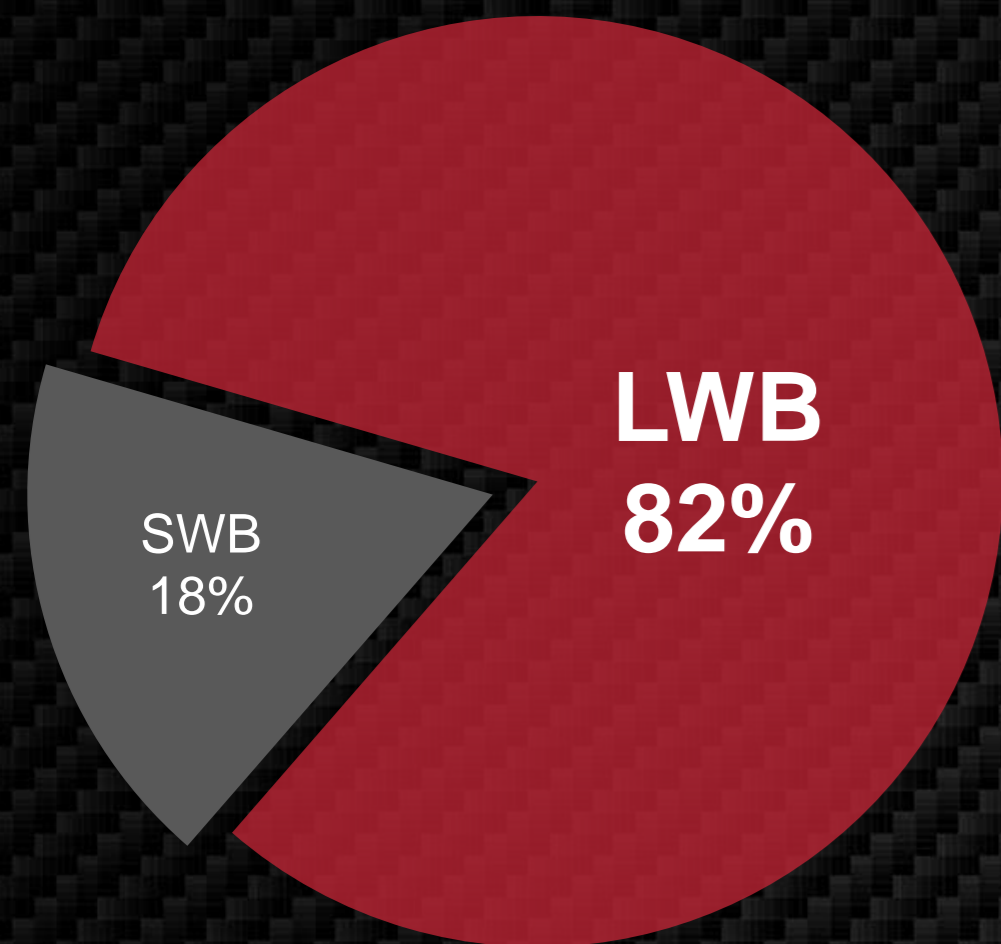
2017 SALES **2.6M** **+81%** IN THE LAST 4 YEARS

2022 FORECAST **3.2M** **+26%**



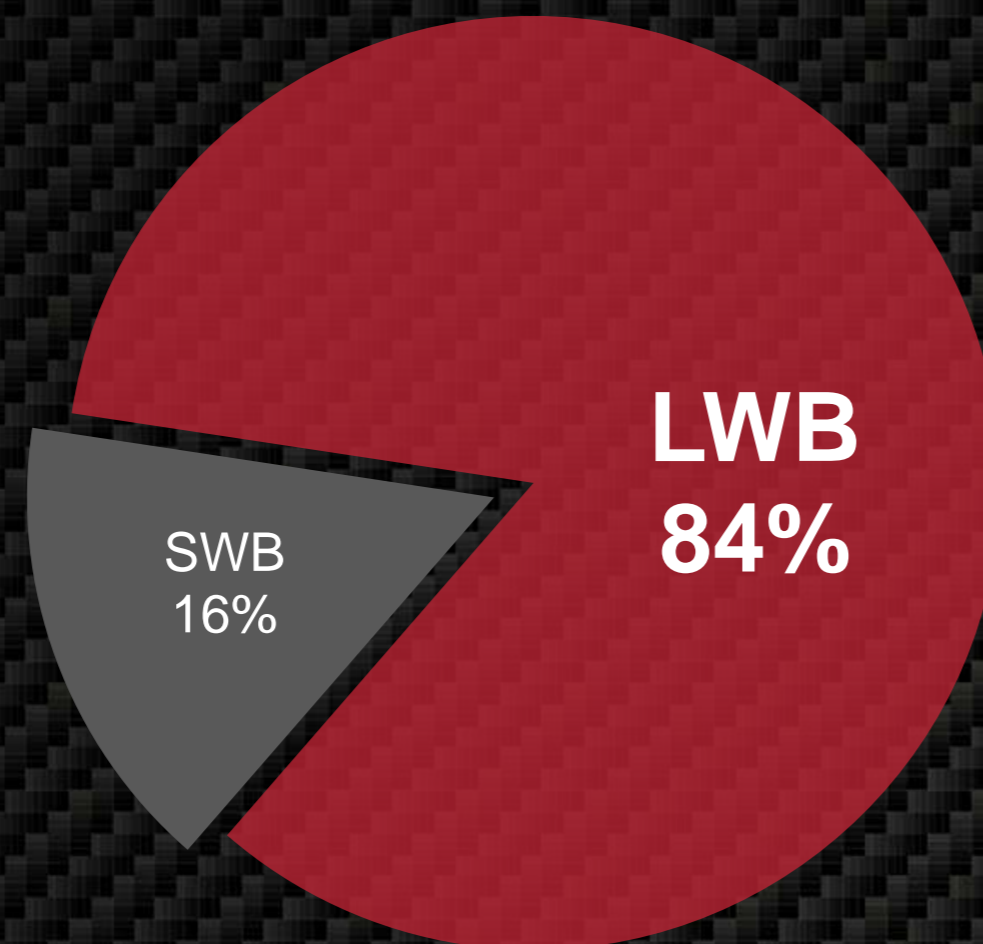
# INTRODUCTION OF LONG WHEELBASE VARIANTS

MID-SIZE SEGMENT



PREMIUM MID-SIZE SEDAN

FULL-SIZE SEGMENT



PREMIUM FULL-SIZE SEDAN



Short Wheelbase (SWB)

Long Wheelbase (LWB)

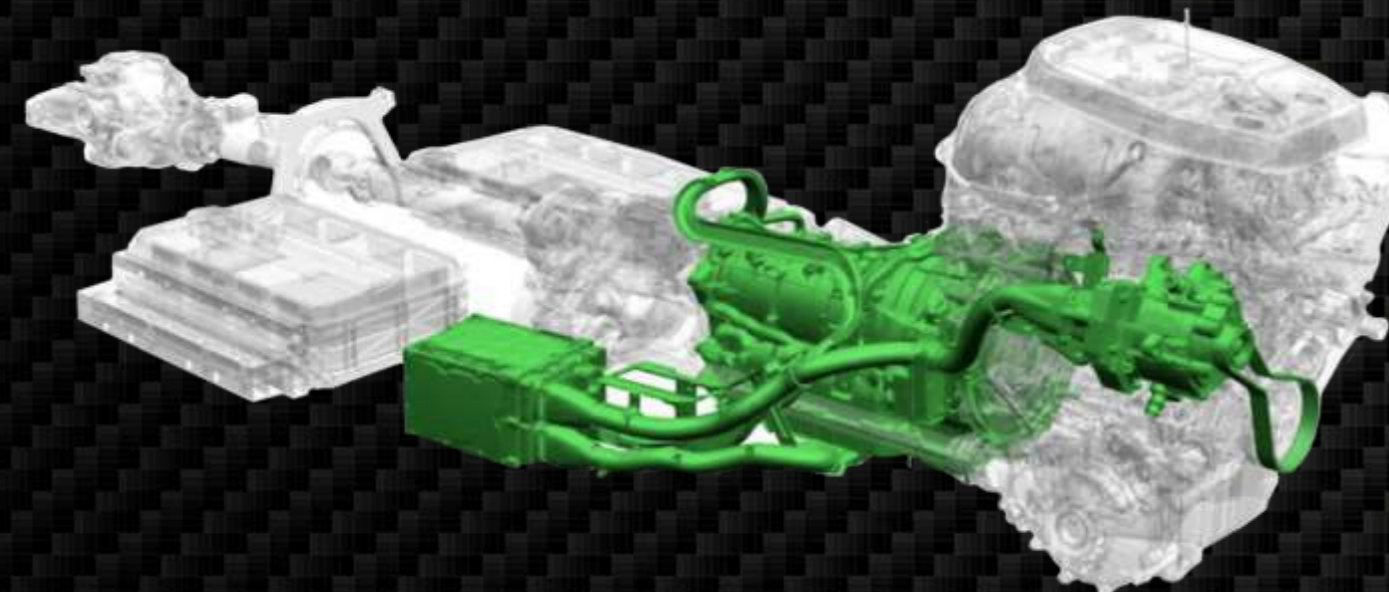


# THE EVOLUTION OF OUR ELECTRIFICATION STRATEGY

DISCONTINUATION OF DIESEL CORRESPONDS WITH NEW ELECTRIFICATION OPPORTUNITIES

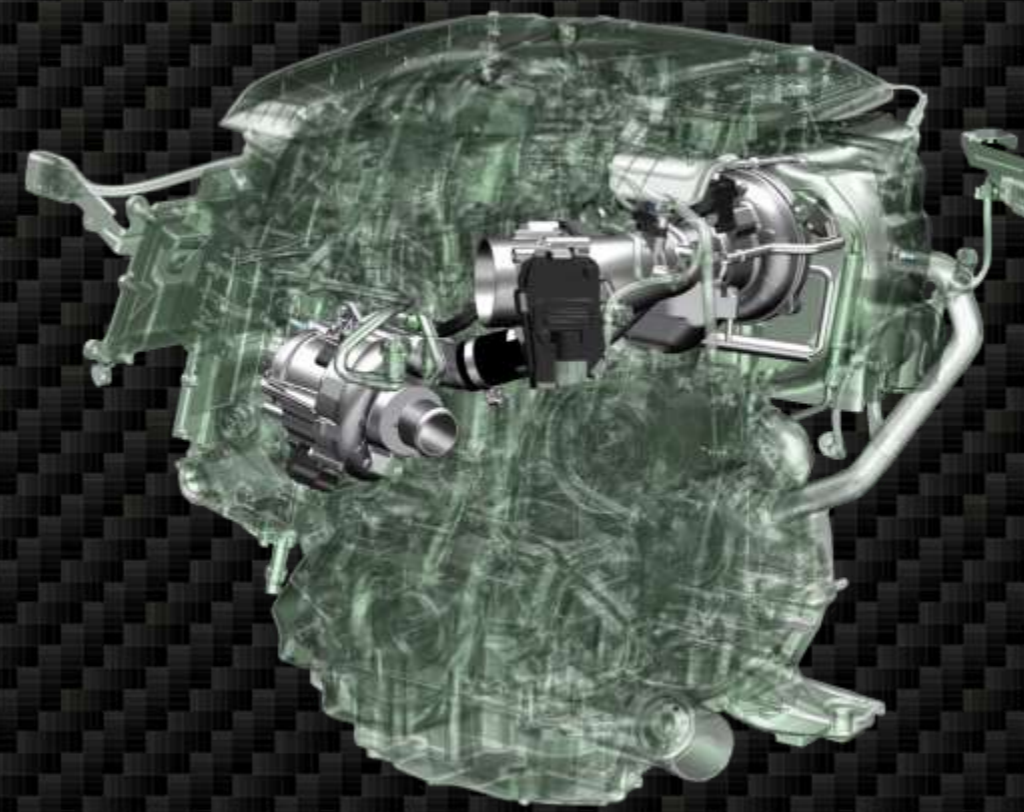
## HYBRID

- Improved performance
- Lower CO<sub>2</sub>



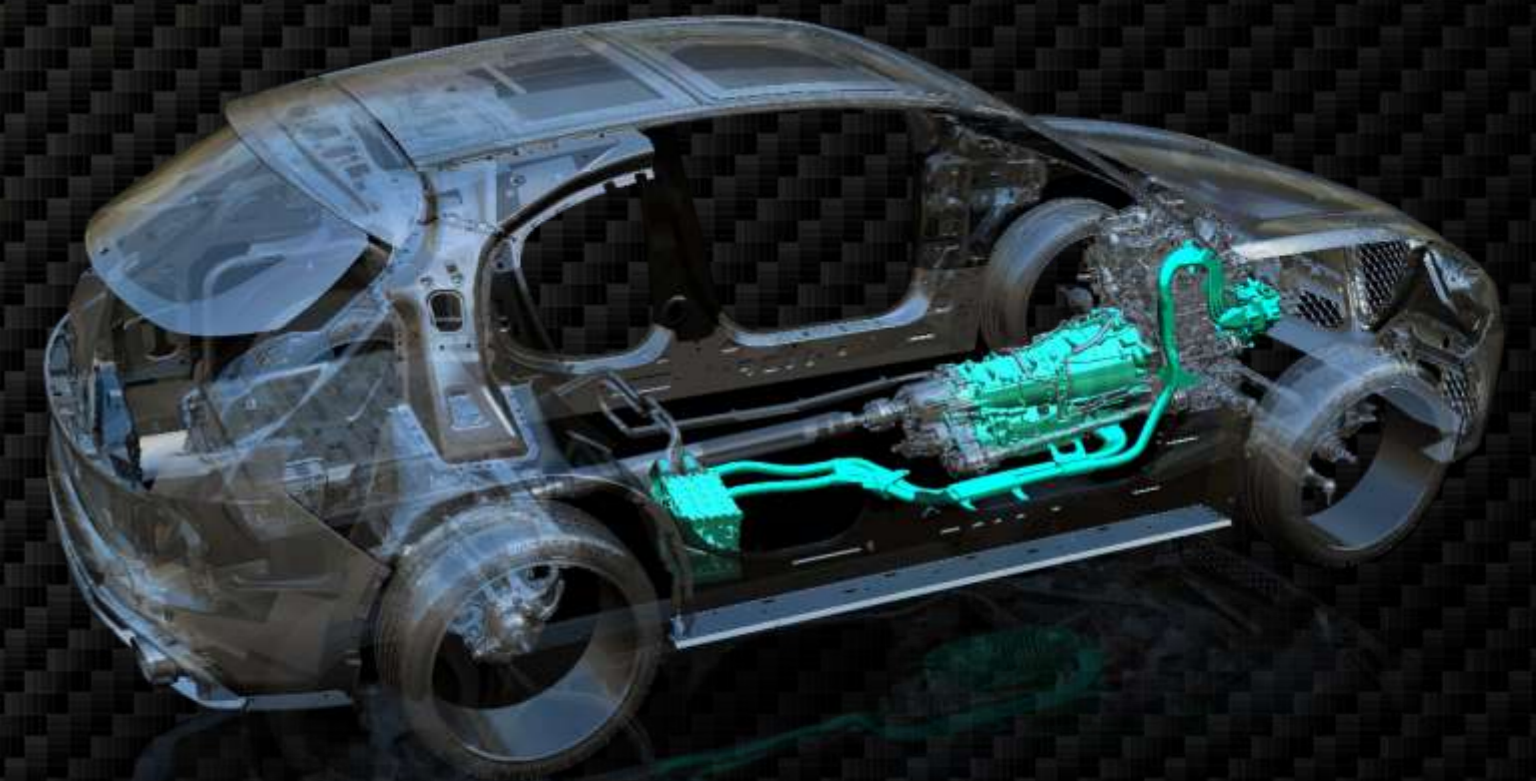
## E-BOOSTER

- E-Booster will be:
  - Up to 25% more powerful
  - Zero turbo lag



## PLUG-IN HYBRID

- Next-generation technology
  - All-electric range > 50 km
  - 0-100 km/h in mid 4 seconds





A TRUE PERFORMANCE BRAND





## RESURRECTION OF AN ICON – 8C



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CARBON FIBER MONOCOQUE CHASSIS

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TWIN-TURBO MID-ENGINE

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ELECTRIFIED FRONT AXLE

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700+ COMBINED HORSEPOWER

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0-100 KM/H IN < 3 SECONDS

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## RETURN OF A LEGENDARY NAMEPLATE – GTV



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50/50 WEIGHT DISTRIBUTION

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600+ HORSEPOWER WITH E-BOOST

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ALL-WHEEL DRIVE WITH TORQUE VECTORING

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FOUR-PASSENGER SEATING














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# PRODUCT PORTFOLIO

GLOBAL

PREMIUM SEGMENTS

	2018 46% MARKET COVERAGE	2022 71% MARKET COVERAGE	ELECTRIFICATION AUTONOMY CONNECTIVITY		
<b>B</b>	 MiTo				
<b>C</b>	 Giulietta	 Giulietta MCA	 C UV		 
<b>D</b>	 Giulia	 Stelvio	 Giulia MCA + LWB	 Stelvio MCA + LWB	  
<b>E</b>		 E UV		  	
<b>SPECIALTY</b>	 4C Spider	 4C Coupe	 GTV	 8C	  

• Build the line-up with heart of the market products

• Grow market coverage into new segments

7 New launches

6 PHEVs

100% Electrified

L2+ & L3 Autonomy

Average age of portfolio:  
< 3 years

2+ products focused to meet specific regional needs



PHEV



Autonomy



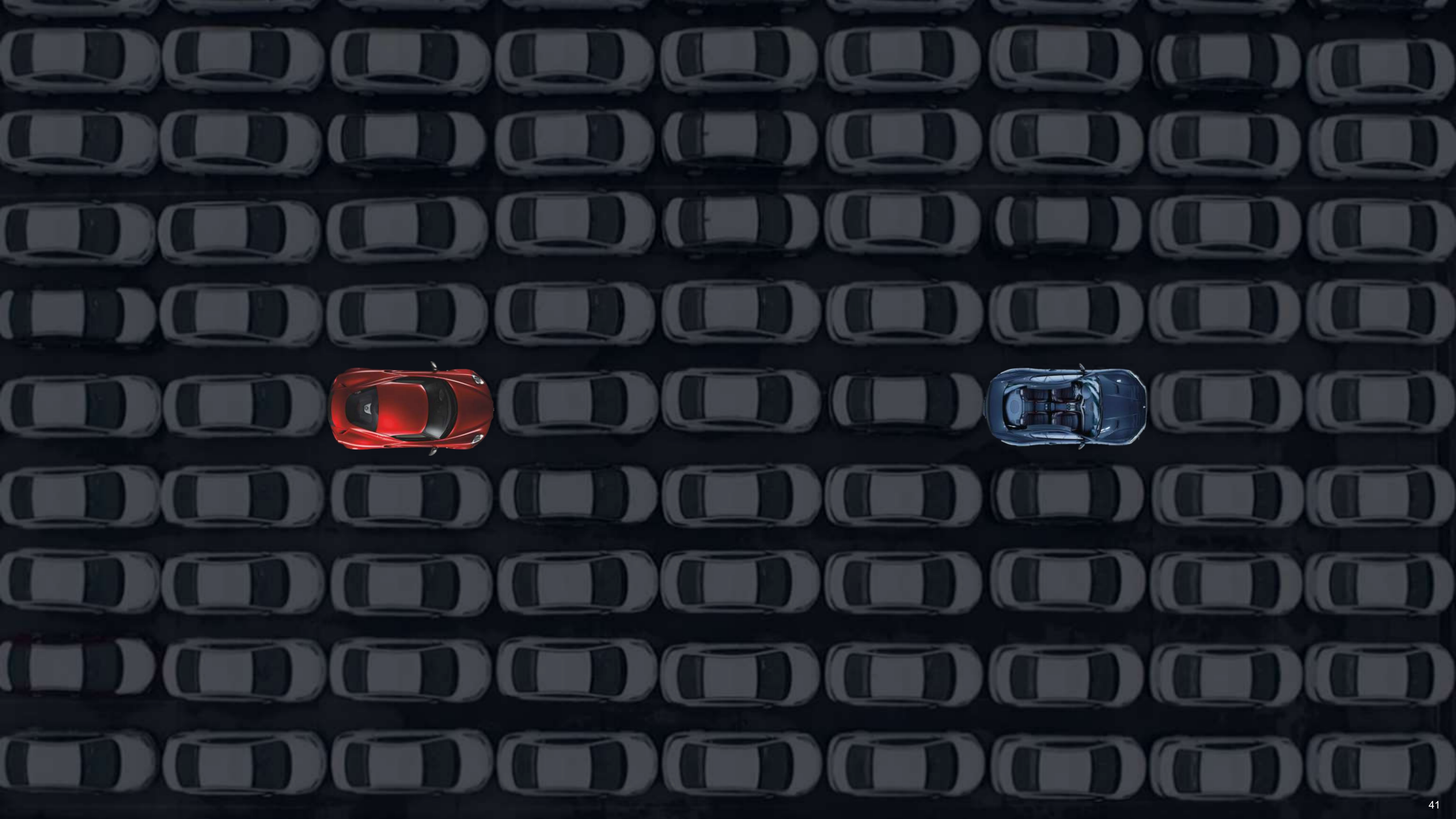
Connected



VISION BY 2022

400,000 UNITS

10% MARGINS



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## TWO HISTORIC ITALIAN BRANDS

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# MASERATI

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POSITION BRAND ON ALFIERI HALO  
EVERY MASERATI ALL-NEW OR REDESIGNED  
MARKET COVERAGE GROWS BY +2M UNITS  
EVERY MASERATI WILL OFFER ELECTRIFICATION  
EXCLUSIVE PARTNERSHIP WITH FERRARI  
ACHIEVE GLOBAL SALES OF 100k



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NEXT GENERATION 8C - SUPERCAR  
NEXT GENERATION GTV - SPORTS CAR  
EVERY ALFA ROMEO ALL-NEW OR REDESIGNED  
MARKET COVERAGE GROWS BY +3M UNITS  
EVERY ALFA ROMEO WILL OFFER ELECTRIFICATION  
ACHIEVE GLOBAL SALES OF 400K

THANK YOU