

2017 MY ALFA ROMEO GIULIA PRICING



GIULIA

Premium Mid-Size Sedan Segment Overview



PREMIUM **MID-SIZE SEDAN** SEGMENT IS THE
LARGEST PREMIUM SEGMENT

450K SALES 2015 CY / 23% OF THE INDUSTRY

OPPORTUNITY:

OVER 240,000 LEASE MATURITIES IN 2017 CY!

PASSIONATE AND GROWING FAN BASE FOR ALFA ROMEO



OVER 30 SUPPORTED **DEALER EVENTS** IN 2016

Grand Openings, Car Shows, VIP Parties, Fashion Events, Charity Gatherings



OVER **765K FOLLOWERS**



OVER **16M VIEWS**



300K MONTHLY WEBSITE VISITS

OVER **120K HANDRAISERS**

2017 Alfa Romeo Giulia Highlights



Italian Craftsmanship & Class-Leading Performance



Incredible Heritage

- Heart & Soul of the Automotive Industry
- 105 Years of Capturing the Emotion, Passion & the Checkered Flag
- Racing Resume that is the Envy of the Motorsports World
- One of the most sought after Badges in the Industry

All-New Giulia

- Went back to our roots and Started from Scratch
- Entirely New RWD, Light-weight Architecture
- Entirely New Engines
- Entirely New Plant in Cassino, Italy
- *World's Fastest Four Door Production Sedan*
- *Praised by Journalists Around the World*

Giulia Product Plan & Pricing

- Simplified Product Plan with 3 Trim Levels: Giulia, Giulia Ti and Giulia Quadrifoglio
- High-Impact Visual Packages that Bundle Desirable Features into One Package (Sport Package on Giulia & Ti; Lusso Package on Ti)
- High Standard Content with Restricted Options = High Residual Value in a High Lease Segment
- Standard Equipment that you would expect of a Premium Historic Brand from Italy
 - Leather Seats – not vinyl like most competitors (BMW, Mercedes, Jaguar, Lexus)
 - Keyless Entry with Push Button Start and Proximity Sensors and Remote Start – nobody else offers all of these standard
 - Bi-Xenon Headlamps with LED Daytime Running Lights – not Halogen Headlights that you'd find on BMW, Mercedes, Jaguar
 - 7-inch TFT, Rear Backup Camera with Sensors, Bright Chrome Window Trim
- Not to mention – Class-Leading Power & Performance with 280 hp and 0-60 mph in just 5.1-seconds!





GIULIA – North American Media Drive

- **Locations:** Sonoma Raceway & The Carneros Inn of Napa Valley, California
- Over 60 high-profile journalists hosted for a first-drive opportunity
- Driving opportunities with Nürburgring Record Holder Fabio Frania

WSJ

“The Quadrifoglio turns out to be instantly indispensable, a must-drive: certainly the lightest and liveliest handling sports sedan.”

MOTOR
AUTHORITY

“The Giulia Quadrifoglio is a driver’s car in a way that the BMW M3 and even the mighty Mercedes-AMG C63 S simply can’t match.”



“Giulia steers with a precision and purity that BMW has retreated from and Audi and Mercedes-Benz have yet to figure out.”

MT

“Control comes from the quickest steering we’ve ever seen . . . This car turns into a corner like a mid-engine supercar.”



GIULIA



“Character. That word keeps coming to mind when I think about the Giulia Quadrifoglio. This new sports sedan has loads of it – from its immense performance to its soaring engine note to its playful chassis to its stylish Italian physique.”



“Race mode enables short bursts of turbo overboost, bypasses the mufflers for an epic exhaust signature and further quickens the car’s already fast reflexes.”



“This may sound a bit hyperbolic, but the first car that came to mind when I turned a wheel in the Giulia was the Ferrari 488 . . . the Quadrifoglio is radically different from anything else in this class.”



“Alfa Romeo has BMW dead to rights on power . . . boost comes in predictably, and once you feed it some revs . . . mercy!”



“The Giulia has enough thrust to give you that roller-coaster feeling in the pit of your stomach.”



“Squash the throttle into the firewall and all the noise and fury you expect and want from a 505 hp Italian sports car is right there with you.”

2017 Alfa Romeo Giulia Pricing Announcement



Alfa Romeo Giulia – Well-Equipped from \$37,995 MSRP



Giulia: \$37,995 RWD / \$39,995 AWD MSRP

- All-New RWD Architecture with a focus on Driving Dynamics
- Stunning Italian Design
- 2.0L Direct Injection Intercooled Turbo 4-cylinder
 - Best-in-Class 280 HP & 306 lb-ft Torque
 - Best-in-Class 0-60 in 5.1 Seconds & Top Speed of 149 mph
- Near Perfect 50:50 Weight Distribution
- Standard Bi-Xenon Headlamps, DNA Mode Selector, LED Daytime Running Lights (DRLs), Leather Seating, 7-inch TFT, Back-up Camera and more
- *Available Sport Appearance Package*

Giulia Ti: \$39,995 RWD / \$41,995 AWD MSRP

- Enhancing luxury with additional standard features including 18-inch Aluminum Wheels, 8.8-inch wide-screen infotainment, Heated Front Seats, Heated Steering Wheel, Genuine Wood Accents & more
- *Available Sport and Lusso Appearance Packages*
- *Available Performance Package*

Giulia Quadrifoglio: \$72,000 MSRP

- Halo Model of the Alfa Romeo Giulia Line-up
- Alfa Romeo's Most Powerful Production Car Engine Ever
- 2.9L Bi-Turbo Direct Injection V6
 - Best-in-Class 505 hp
 - Best-in-Class 0-60 mph in 3.8 Seconds
 - Best-in-Class Top Speed of 191 MPH
 - Nürburgring Lap Time Record – 7:32s
- Near Perfect 50:50 Weight Distribution
- Best-in-Class Power to Weight Ratio
- Carbon Fiber and Aluminum Lightweight Construction
- Class Exclusive Active Aero Carbon Fiber Front Splitter
- Standard Alfa DNA Pro with RACE Mode, 3D 8.8-inch wide-screen Navigation, Torque Vectoring, Performance Leather & Alcantara® Seats, Genuine Carbon Fiber Accents, and much more.



*MSRP Excludes Destination of \$995 on Giulia & Giulia Ti; \$1,595 on Quadrifoglio

2017 Alfa Romeo Giulia – High-Level Content Walk



*Simple Product Plan with Three Trims
Highly Equipped Standard Equipment
Visually Impactful Packages: Sport & Lusso
Limited Options Focusing on High Demand Items*



**Quadrifoglio RWD
\$72,000**



**Giulia Sport
\$39,245**

+\$1,250



**Giulia RWD / AWD
\$37,995**

2.0L DI I4 Turbo 280HP Engine

- 17-inch Aluminum Wheels
- Bi-Xenon Headlamps
- LED DRLs and Tail lamps
- Full Leather Seats
- Ambient Lighting
- 6.5-inch Infotainment Display
- 7-inch TFT
- Back-up Camera
- Rear Park Sensors
- Passive Entry & Keyless Go

AWD +\$2,000



**Giulia Ti Sport
\$42,245**

+\$2,250



**Giulia Ti Lusso
\$42,245**

+\$2,250



**Giulia Ti RWD / AWD
\$39,995**

+\$2,000

2.0L DI I4 Turbo 280HP Engine

- 18-inch Aluminum Wheels
- Heated Seats
- Heated Steering Wheel
- Genuine Wood Accents
- 8.8-inch Widescreen Display
- SiriusXM (12mth included)
- Front Park Sensors

AWD +\$2,000

2.9L V6 Bi-Turbo 505HP Engine

- 19-inch Aluminum Wheels
- Quad Exhaust
- DNA Pro with Race Mode
- Torque Vectoring
- Active Suspension
- Colored Calipers
- Carbon Fiber Active Aero Front Splitter
- Carbon Fiber Rear Spoiler
- Sport Leather / Alcantara Seats
- Leather Wrapped Dash & Upper Door Trim
- Carbon Fiber Accents
- Aluminum Pedals
- 3D Navigation
- Blind Spot Monitoring
- Rear Cross Path Detection

*MSRP Excludes Destination of \$995 on Giulia & Giulia Ti; \$1,595 on Quadrifoglio

2017 Alfa Romeo Giulia – Detailed Content Walk



Giulia **RWD / AWD** **\$37,995 / \$39,995**

2.0L Direct Injection Turbo I4 – 280 hp

Exterior

17-inch Aluminum Wheels
225/50R17 All-Season Performance Tires
Bi-Xenon Headlamps
LED Daytime Running Lights and LED Tail Lamps
Dual Chrome Exhaust Tips
Chrome Window Surrounds
4-Wheel Disc Brakes with ABS

Interior

Leather Seats
10-way Power Front Seats including 4-way Lumbar and Driver Seat Memory
Leather-Wrapped Steering Wheel with F1 Inspired Black Push-Button Start
Ambient Lighting
Dual-Zone Climate Control

Technology

6.5-inch Widescreen Color Display
7-inch TFT Cluster with Dynamic Display
Central Display Rotary Controller
Alfa DNA Drive Mode System
Back-Up Camera with Rear Cross-Path Detection
Rear Park Sensors
Passive Entry with Keyless-Go Start/Stop Technology
Remote Start
Radio, MP3, Bluetooth and 3 USB Outlets
8-Speaker Audio System
Universal Garage Door Opener
Automatic Headlamps
Auto Wipers Rain Sensor
Electric Parking Brake with Advanced Brake Assist
Electronic Stability Control



*MSRP Excludes
Destination of \$995
on Giulia & Giulia Ti;
\$1,595 on
Quadrifoglio

Giulia Ti **RWD / AWD** **\$39,995 / \$41,995**

Exterior

Unique 18-inch Aluminum Wheels
225/45R18 All-Season Performance Tires

Interior

Heated Front Seats
Heated Steering Wheel
Genuine Dark Wood Interior Accents
Premium Chrome Door Speaker Surrounds
Select Additional Available Content
Ti Sport Package
Ti Lusso Package
Ti Performance Package
Harman Kardon Premium Audio

Technology

8.8-inch Widescreen Color Display with
Split-screen Capability
SiriusXM Satellite Radio (12 mo)
Front & Rear Park Sensors

**30%
Discount**

Value \$2,600



Giulia Quadrifoglio **RWD** **\$72,000**

2.9L Bi-Turbo Direct Injection V6 – 505 hp

Exterior

19-inch Aluminum Wheels
245/35ZR-19 / 285/30ZR-19 Performance Tires
Summer Performance Tires
Quad Exhaust Tips
Colored Calipers
High-Output Bi-Xenon Headlamps
Carbon Fiber Active Aero Front Splitter
Carbon Fiber Rear Spoiler
Carbon Fiber Hood & Roof

Interior

Sport Leather & Alcantara Seats
Power Bolsters & Thigh Extender
14-way Power Front Seats including 4-way Lumbar and two-way power bolsters & thigh support
Genuine Carbon Fiber Interior Accents
Leather Wrapped IP & Upper Door Panels
Aluminum Petals
Unique Steering Wheel
Aluminum Column Mounted Paddle Shifters
Performance Red Push-Button Start
Unique Bright Door Sill Plates

Technology

3D Navigation
Blind Spot Monitoring
Rear Cross Path Detection
Torque Vectoring
Alfa SDC Active Suspension
Alfa DNA Pro Mode Selector w/ Race Mode



Giulia – Sport Appearance Package (AJU)



Giulia Sport Package – only \$1,250 MSRP

Sport Appearance Package: (AJU) \$1,250 MSRP

- Unique Aggressive Front and Rear Fascias with Air Diffuser
- 18-inch Dark Sport Aluminum Wheels
- Gloss Black Window Trim
- Gloss Painted Color Calipers with Alfa Romeo Script

Sport Interior Package: (ADV) \$600 MSRP (M/H AJU)

- Genuine Aluminum Interior Accents
- Sport Leather-wrapped Steering Wheel
- Steering Column-Mounted Aluminum Paddle Shifters
- Bright Aluminum Pedals
- Bright Speaker Surround



Giulia Ti – 19-inch Sport Package (AGA)



Quadrifoglio-Inspired Signature Sport Look - \$2,250 MSRP

Exterior Appearance:

- Unique Aggressive Front and Rear Fascias with Rear Air Diffuser
- 19-inch Dark 5-Hole Aluminum Wheels
- 19-inch All-Season Tires (Front/Rear 225/40R-19)
- Gloss Black Window Trim
- Gloss Painted Color Calipers with Alfa Romeo Script

Interior Appearance:

- Sport High-Performance Leather Seats
- 14-way Power Front Seats including 4-way lumbar, power side bolsters and thigh extenders
- Sport Leather-Wrapped Steering Wheel
- Steering Column-Mounted Aluminum Paddle Shifters
- Bright Aluminum Pedals
- ***Genuine Aluminum Interior Accents (XSC) – N/C Option***



Available 19-inch Performance Tires (Front 225/40R-19; Rear 255/35R-19) (WCT)

Giulia Ti – Lusso Package (ADY or AFF)



Italian Luxury for only \$2,250 MSRP

Lusso Appearance:

- 18-inch 10-spoke Aluminum Wheels
 - Luxury Leather Pieno Fiore Seats with Cannelloni Inserts
 - 12-way Power Front Seats including 4-way lumbar
 - Leather-Wrapped Dash and Doors with Accent Stitching
 - Genuine Dark Gray Oak (ADY)
 - or Genuine Light Walnut Wood Trim (AFF)
 - Luxury Leather-Wrapped Steering Wheel
 - Interior Air Quality System
-
- Interior also available in Black; Black & Tan; Black & Red



Ultra-High Performance Brembo® Carbon Ceramic Material (CCM) Brakes (BRM)

Brembo CCM Brakes: (BRM) \$5,500

- Choose your 19-inch 5-Hole Wheel
 - 19-inch Dark 5-Hole Wheels (WCU) \$500
 - 19-inch Bright 5-Hole Wheels (WS2) \$500
 - *Note: Carbon Ceramic Brakes on M3 are \$8,150 MSRP*
- Customize your finished look with your choice of Gloss Painted Calipers with Alfa Romeo Script
 - Gloss Red with White Script – Standard
 - Gloss Black with White Script (XS9)
 - Gloss Yellow with Black Script (XTL)



Capability to brake from 60 to 0 mph in 102 Feet!

Giulia – Competitive Content Comparison



Feature	17 MY Alfa Romeo Giulia	17 MY BMW 330i	17 MY Audi A4 Premium	17 MY Mercedes C300	17 MY Jaguar XE 25t Premium	17 MY Lexus IS 200t
RWD MSRP*	\$37,995	\$38,750	\$37,300	\$39,500	\$37,500	\$37,825
Engine / Tran / HP	2.0L DI Turbo 280 hp / 306 lb-ft	2.0L I4 T 248 hp / 258 lb-ft	2.0L I4 T 252 hp / 273 lb-ft	2.0L I4 T 241 hp / 273 lb-ft	2.0L T I4 240 hp / 251 lb-ft	2.0L T I4 241 hp / 258 lb-ft
Wheel Size (17-inch)	S	S	S	S	S	S
HID Lights	S	PKG (\$800 Light)	S	S	N/A	S
LED DRLS	S	S	S	S	N/A	S
Passive Entry	S	OPT (\$2,450 Prem)	PKG (\$900 Conv)	PKG (\$1,300 Prem 1)	N/A	S
Remote Start	S	N/A	N/A	N/A	S	N/A
Ambient Lighting	S	S	S	S	S	S
Leather Seating	S	OPT (\$1,450)	S	OPT (\$2,050)	N/A	N/A
Back-up Camera & Rear Sensors	S	PKG (\$995)	STD Camera No Sensors	STD Camera No Sensors	STD Camera No Sensors	OPT (\$350)
Blind Spot / Rear Cross Path	PKG (\$800)	PKG (\$1,700 DA+)	N/A	OPT (\$550)	N/A	OPT (\$600)
Forward Collision Warning	OPT (\$500)	PKG (DA+)	S	S	N/A	N/A
Dual-Pane Sunroof	OPT (\$1,350)	N/A - Single	N/A – Single STD	OPT (\$1,480)	N/A – Single STD	N/A - Single
Display Screen (in)	6.5"	6.5"	7.0"	7.0"	8.0"	7.0"
18-inch Sport Package	\$1,250	\$3,000	\$1,550	\$2,175	N/A	N/A
Chrome Window Surround	S	S	N/A	S	S	S
Destination	\$995	\$995	\$950	\$925	\$995	\$995

- **Best-in-Class Horsepower and Torque**
- **Giulia is Highly Contented and Offers Key Accessible Options**

*All MSRP excludes Destination

Giulia Ti – Competitive Content Comparison



*All MSRP excludes Destination



Feature	17 MY Alfa Romeo Giulia Ti	17 MY BMW 330i	17 MY Audi A4 Premium+	17 MY Mercedes C300	17 MY Jaguar XE 25t Prestige
RWD MSRP*	\$39,995	\$38,750	\$41,100	\$39,500	\$41,400
Engine / Tran / HP	2.0L Direct Injection Turbo 280 hp / 306 lb-ft	2.0L I4 T 248 hp / 258 lb-ft	2.0L I4 T 252 hp / 273 lb-ft	2.0L I4 T 241 hp / 273 lb-ft	2.0L T I4 240 hp / 251 lb-ft
Wheel Size (18-inch)	S	OPT (\$600)	S	OPT (\$500)	S
HID Lights	S	PKG (\$800 Light)	S	S	PKG (\$2,400 Vision)
LED DRLS	S	S	S	S	PKG (Vision)
Passive Entry	S	OPT (\$2,450 Prem)	S	PKG (\$1,300 Prem 1)	S
Remote Start	S	N/A	N/A	N/A	S
Leather Seating	S	OPT (\$1,450)	S	OPT (\$2,050)	S
Heated Seats	S	PKG (\$800 Cold)	S	OPT (\$580)	S
Heated Steering Wheel	S	PKG (Cold)	PKG (\$500 Cold)	OPT (\$250)	S
Back-up Camera	S	PKG (\$995)	S	S	S
Premium Audio	OPT (\$900)	OPT (\$875)	S	PKG (\$2,950 Prem 2)	S
SiriusXM	S	Pkg (\$2,450 Prem)	S	OPT (\$460)	OPT (\$350)
Blind Spot	OPT (\$650)	PKG (\$1,700 DA+)	PKG (\$3,250 Tech)	OPT (\$550)	PKG (Vision)
Navigation	OPT (\$950)	OPT (\$1,950)	PKG (Tech)	OPT (\$625 Garmin)	S 2,700 for 10.2")
Display Screen (inch)	8.8"	6.5"	7.0"	7.0"	8.0"
Dual-Pane Sunroof	OPT (\$1,350)	N/A – Single	N/A – Single STD	OPT (\$1,480)	N/A – Single STD
19-inch Sport Package	\$2,250	N/A (18" is \$3,000)	\$1,550 (no styling change)	\$2,675	N/A
Genuine Wood Trim	S	S	OPT (\$350)	S	OPT (\$300)
Chrome Window Surround	S	S	N/A	S	S
Destination	\$995	\$995	\$950	\$925	\$995

Giulia Quadrifoglio – Competitive Content Comparison



Feature	17 MY Alfa Romeo Giulia Quadrifoglio	17 MY BMW M3	17 MY Mercedes C63	17 MY Mercedes C63 S
RWD MSRP ¹	\$72,000	\$64,000	\$65,200	\$72,800
Engine / Tran / HP	2.9L TT V6 505 hp	3.0L TT I6 425 hp	4.0L TT V8 469 hp	4.0L TT V8 503 hp
Wheel Size (19-inch)	S	OPT (\$1,200)	OPT (\$1,950)	S
HID Lights	S	S	S	S
Leather Seating	S	S	OPT (\$2,590)	S
Heated Steering Wheel	S	PKG (\$3,900 Exec)	N/A	N/A
Carbon Fiber Interior Accents	S	S	OPT (\$975)	OPT (\$975)
Back-up Camera	S	PKG (Exec)	S	S
Premium Audio	OPT (\$900)	S	S	S
Blind Spot	S	PKG (\$1,700 DA+)	S	S
Navigation	S	S	OPT (\$2,450 Prem 3)	OPT (\$2,450 Prem 3)
AEB	OPT (\$500)	PKG (DA+)	S	S
Dual-Pane Sunroof	N/A – Carbon Fiber Roof	N/A – Single is N/C	OPT (\$1,480)	OPT (\$1,480)
Display Screen (inch)	8.8"	7.0"	7.0"	7.0"
Destination	\$1,595	\$995	\$925	\$995

Note: Giulia Quadrifoglio is shipped via an enclosed carrier

Alfa Romeo Giulia Order Recommendations



Equipment Deserving of an Alfa Romeo



- *Giulia Product Plan designed to have highly equipped Standard Equipment*
- *Standard Content and Recommendations intended to Maximize Residuals and Reduce Overlap*
- *Packages based off competitive research of what Premium Customers are purchasing*
- *Competitive Advantages on Package and Option Content and Pricing*



Refined Leather Interiors



*Signature Bi-Xenon Headlamps
with LED DRLs*



Gloss Colored Calipers



Appearance Packages



Chrome Window Surround



LED Taillamps



Dual Exhaust



French Seamed Accent Stitching



Genuine Wood & Aluminum Accents

Giulia and Giulia Ti – Order Recommendations

4 Major Packages for Initial Launch Stock



Giulia
\$37,995



- 18-inch Wheels (WK4) \$500
- 8.8-inch Radio (RAP) \$500
- Metallic Paint \$600

\$39,595 MSRP



Giulia Sport
\$37,995

Sport Package (AJU)
\$1,250



- Sport Interior (ADV) \$600
- 8.8-inch Radio (RAP) \$500
- Metallic Paint \$600

\$40,945 MSRP



Giulia Ti 19-inch Sport
\$39,995

Ti 19-inch Sport Package (AGA)
\$2,250



- Aluminum Accents (XSC) \$0
- Driver Assistance Static Package (Blind Spot/ Auto-Dim Mirrors) (AJG) \$650
- Forward Collision Warning Plus (LSS) \$500
- 8.8-inch Nav (RAN) \$950
- Harman Kardon (RCA) \$900
- Metallic Paint \$600

\$45,845 MSRP



Giulia Ti Lusso
\$39,995

Lusso Package (ADY or AFF)
\$2,250



- Driver Assistance Static Pkg (AJG) \$650
- Forward Collision Warning Plus (LSS) \$500
- 8.8-inch Nav (RAN) \$950
- Harman Kardon (RCA) \$900
- Metallic Paint \$600

\$45,845 MSRP

+ Dual-Pane Sunroof (GWJ) – \$1,350

+ \$2,000 AWD
Cold Weather Pkg (ADE) – \$700

+ \$2,000 AWD

Giulia Quadrifoglio – Order Recommendations



Giulia Quadrifoglio
\$72,000

- **Brembo Ultra High-Performance Carbon Ceramic Brakes (BRM)** \$5,500
- **19-inch 5-Hole Wheels** \$500
 - Choose 1:
 - Dark 5-Hole Wheels (WCU)
 - Bright 5-Hole Wheels (WS2)
- **Colored Calipers** \$0
 - Choose 1:
 - Red Calipers – Standard
 - Black Calipers (XS9)
 - Yellow Calipers (XTL)
- **Drivers Assist Dynamic Pkg (AJJ)** \$1,500
- **Harman Kardon (RCA)** \$900
- **Carbon Fiber & Alcantara Steering Wheel (SCE)** \$400
- **Metallic Paint** \$600

\$81,400 MSRP



For the Enthusiast

- **Sparco® Racing Seats (*BL) – \$2,750**
Ultra-Lightweight Sparco Racing Seats do NOT include Heated Front Seats and only offer two-way power height adjustment

\$84,150 MSRP

DETAILED PRODUCT OVERVIEWS



2017 Alfa Romeo Giulia (GAFL41 22L / GAGL41 22M)



GIULIA



Key Standard Features: \$37,995 MSRP

- All-Aluminum 2.0L Direct Injection I4 Turbo 280HP
- 8-Speed Automatic Transmission
- 17-inch Aluminum Wheels
- Dual Exhaust
- Bi-Xenon Headlamps
- LED Daytime Running Lights & LED Rear Tail Lamps
- Leather Seats
- Power 10-way Front Seats
- Leather-wrapped Steering Wheel
- Push button start on Steering Wheel
- Black Interior Accents
- 6.5-inch Infotainment
- 7-inch TFT cluster
- ALFA DNA Drive Mode Selector
- Back up Camera and Rear Park Sensors
- Passive Entry & Keyless-Go
- Remote Start
- And much more...

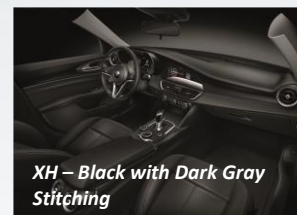
*All MSRP excludes Destination

Interior Options:



***D7**

Leather



Select Available Options:

- | | |
|---|----------------|
| ▪ 18" Dark Turbine Wheel (WK4) | \$500 |
| ▪ AM/FM/HD W/Bluetooth 8.8 Radio (RAP) | \$500 |
| ▪ Cold Weather Package (ADE) | \$700 |
| ▪ Heated Front Seats | |
| ▪ Heated Steering Wheel | |
| ▪ Heated Washer Nozzles | |
| ▪ SiriusXM Satellite Radio (RSD) | \$350 |
| ▪ Dual-Pane Sunroof (GWJ) | \$1,350 |
| ▪ Forward Collision Warning (LSS) | \$500 |
| ▪ Sport Appearance Package (AJU) | \$1,250 |

Detail on next page

2017 Alfa Romeo Giulia Sport (GAFL41 22L / GAGL41 22M) with Sport Appearance Package (AJU)



GIULIA



Interior Options:



***D7**
Leather



Sport Appearance Package (AJU) - \$1,250

- 18-inch Sport Aluminum Wheels
- 18-inch Run-Flat All-Season Tires
- Front and Rear Sport Fascias with Rear Diffuser
- Gloss Black Window Surround
- Colored Calipers (Select One)
 - Red (XSP), Black (XS9), or Yellow (XTL)

Enhance your Sport with:

Sport Interior Package (ADV) - \$600

- Sport Leather Steering Wheel
- Steering Column-Mounted Aluminum Paddle Shifters
- Aluminum Sport Pedals & Footrest
- Aluminum Interior Accents



Select Available Options:

- | | |
|--|----------------|
| ▪ AM/FM/HD W/Bluetooth 8.8 Radio (RAP) | \$500 |
| ▪ Cold Weather Package (ADE) | \$700 |
| <ul style="list-style-type: none"> ▪ Heated Front Seats ▪ Heated Steering Wheel ▪ Heated Washer Nozzles | |
| ▪ SiriusXM Satellite Radio (RSD) | \$350 |
| ▪ Dual-Pane Sunroof (GWJ) | \$1,350 |
| ▪ Forward Collision Warning (LSS) | \$500 |

2017 Alfa Romeo Giulia Ti (GAFT41 22T / GAGT41 22G)



GIULIA Ti



\$39,995 MSRP

Select Content over Giulia:

- 18-inch Aluminum Wheels
- Heated Front Seats
- Heated Steering Wheel
- Genuine Dark Gray Wood Trim Accents
- Bright Door Speaker Surround
- 8.8-inch Widescreen Infotainment
- SiriusXM Satellite Radio (12 months included)
- Front Park Sensors



*All MSRP excludes Destination

Interior Options:



***D7**

Leather



Select Available Options:

- | | |
|--|----------------|
| ▪ 18" 10-Spoke Wheel (WBE) | \$500 |
| ▪ Dual-Pane Sunroof (GWJ) | \$1,350 |
| ▪ Forward Collision Warning (LSS) | \$500 |
| ▪ AM/FM/HD Bluetooth w/Nav 8.8 Radio (RAN) | \$950 |
| ▪ Harman Kardon (RCA) | \$900 |
| ▪ Driver's Assistance Static Pkg (AJG) | \$650 |
| ▪ Blind Spot Monitoring | |
| ▪ Auto-dimming exterior Mirrors | |
| ▪ 19" Sport Package (AGA) Details on next pages | \$2,250 |
| ▪ Ti Lusso Package (AFF or ADY) Details on next pages | \$2,250 |

2017 Alfa Romeo Giulia Ti Sport (GAFT41 22T / GAGT41 22G) with 19-inch Sport Package (AGA)



GIULIA Ti



Ti 19-inch Sport Package (AGA) - \$2,250

- 19-inch Sport Aluminum Wheels
- Available 3-Season Tires
- Front and Rear Sport Fascias with Rear Diffuser
- Gloss Black Window Surround
- Colored Calipers (Select One)
 - Red (XSP), Black (XS9), or Yellow (XTL)
- Sport Leather Seats w/Power Bolsters & Thigh Support
- 14-way Power Front Seats including 4-way Lumbar
- Sport Leather Steering Wheel
- Steering Column-Mounted Aluminum Paddle Shifters
- Aluminum Sport Pedals and Footrest

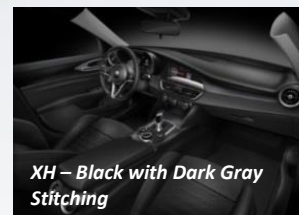


Interior Options:



***DL**

Sport Leather
Seats



Select Available Options:

- | | |
|--|----------------|
| ▪ Ti Performance Package (AY7) | \$1,200 |
| ▪ 3-Season Performance Tires (WCT) | \$0 |
| ▪ Aluminum Interior Accents (XSC) | \$0 |
| ▪ Dual-Pane Sunroof (GWJ) | \$1,350 |
| ▪ Forward Collision Warning Plus (LSS) | \$500 |
| ▪ AM/FM/HD Bluetooth Navigation 8.8 Radio (RAN) | \$950 |
| ▪ Harman Kardon Premium Audi (RCA) | \$900 |
| ▪ Driver's Assistance Static Package (AJG) | \$650 |
| ▪ Blind Spot Monitoring | |
| ▪ Auto-dimming exterior Mirrors | |

2017 Alfa Romeo Giulia Ti Lusso (GAFT41 22T / GAGT41 22G) with Lusso Package (AFF or ADY)



GIULIA



Ti Lusso Package (AFF/ADY) - \$2,250

- 18-inch 10-Spoke Aluminum Wheels
- Luxury Leather with Cannelloni Design Seats
- 12-way Front power seats including 4-way lumbar
- Leather-wrapped Dash and Upper Door Trim with Accent Stitching
- Luxury Leather-wrapped Steering Wheel
- Air Quality System
- Genuine Light Walnut Wood Trim Accents (AFF)
- Genuine Dark Gray Oak Wood Trim Accents (ADY)



*All MSRP excludes Destination

Interior Options:



***LL**

Luxury Leather
Seats



Select Available Options:

- | | |
|--|----------------|
| ▪ Dual-Pane Sunroof (GWJ) | \$1,350 |
| ▪ Forward Collision Warning Plus (LSS) | \$500 |
| ▪ AM/FM/HD Bluetooth Navigation 8.8 Radio (RAN) | \$950 |
| ▪ Harman Kardon Premium Audio (RCA) | \$900 |
| ▪ Driver's Assistance Static Package (AJG) | \$650 |
| <ul style="list-style-type: none"> ▪ Blind Spot Monitoring ▪ Auto-dimming exterior Mirrors | |
| ▪ Ti Performance Package (AY7) | \$1,200 |

2017 Alfa Romeo Giulia Quadrifoglio (GAFP41 24P)



GIULIA



\$72,000 MSRP

Select Content over Giulia Ti:

- 2.9L Bi-Turbo 505 hp V6
- DNA Pro with Race Mode
- Torque Vectoring
- Alfa SDC Sport Suspension
- 19-inch Wheels with Staggered Performance Tires
- Unique Performance Fascias and Side Sills
- Carbon Fiber Rear Spoiler & Rocker Panel Moldings
- Carbon Fiber Active Aero Front Splitter
- High-output Bi-Xenon Headlamps
- Performance Leather/Alcantara Seats
- 14-way Power Front Seats including 4-way lumbar
- Quadrifoglio Flat-Bottom Steering Wheel
- Leather wrapped Dash with Accent Stitching
- Genuine Carbon Fiber Trim
- Blind Spot Monitoring with Rear Cross Path Detection
- 8.8-inch Wide-screen Infotainment w/ 3D Navigation
- And much more...

*All MSRP excludes Destination

Interior Options:



***CL**

Leather and
Alcantara®
Seats



**XH – Black with Dark
Gray Stitch**



**XL – Two-tone Black
and Ice**



Dark Gray (CEQ)
M/H (XH)



***BL**

Sparco®
Racing
Seats



**XR – Two-tone Black
and Red**



XX – Black



Red (CZF)
M/H (XX or XR)



White & Green (CZL)
M/H (XX or XW)

Select Available Options:

- | | |
|---|--------------------|
| ▪ Brembo Carbon Ceramic Brakes (BRM) | M/H \$5,500 |
| ▪ 19" Dark 5-Hole Wheel (WCU) | \$500 |
| ▪ 19" Bright 5-Hole Wheel (WS2) | \$500 |
| ▪ Carbon Fiber Steering Wheel (SCE) | \$400 |
| ▪ Harman Kardon Premium Audio (RCA) | \$900 |
| ▪ Driver Assistance Dynamic (AJJ) | \$1,500 |
| ▪ Sparco Racing Seats (*BL) | \$2,750 |

Ultra-Lightweight Sparco Racing Seats do not include Heated Front Seats and include only two-way power height adjustment

Highly Recommend you order Contrasting Stitching on the Quadrifoglio:

- Black with Red Stitching or Black with White & Green Stitching
- Two-Tone Black & Red with Red Stitching

2017 Alfa Romeo Giulia – Exterior Color Availability



SOLID



Rosso Alfa (PRR)



Alfa White (PAH)



Alfa Black (PXN)

METALLIC



Silverstone Gray (PAD)



Stomboli Gray (PNM)



Vesuvio Gray (PG1)



Montecarlo Blue (PBS)



Vulcano Black (PXL)

TRI-COAT



Rosso Competizione (PC9)



Trofeo White (PWP)



Denotes Available on
Quadrifoglio Trim

2017 Alfa Romeo Giulia – Wheel Selections and Calipers



GIULIA



18-inch Dark
Turbine Aluminum
(WK4)



18-inch Dark Sport
Aluminum
(4WQ)



GIULIA Ti



18-inch 10-Spoke
Aluminum
(WBE)



18-inch Sport
Aluminum
(4WQ)



19-inch Dark
5-Hole Aluminum
(WPX) / (WCT)



XTL



XS9

QUADRIFOGLIO



19-inch Dark
5-Hole
Aluminum
(WCU)



19-inch Bright
5-Hole
Aluminum
(WS2)



XSP
Standard
Quadrifoglio

2017 Alfa Romeo Giulia – Leather Seats



- **Standard Leather Seats on Giulia and Giulia Ti**
 - Available Luxury Leather Seats with Cannelloni Design Insert (Packaged on Ti Lusso)
 - Available Sport Leather Seats with Perforated Cannelloni Design Inserts, Power Bolsters and Extendable Thigh Support (Packaged on Ti Sport)
- **Giulia Quadrifoglio comes standard with Leather and Alcantara® Performance Seats**
 - Available Sparco® Racing Seat with lightweight Carbon Fiber frame
 - Ultra-Lightweight Sparco Racing Seats do not include Heated Front Seats & offer two-way power height adjustment



Leather

*D7



Luxury
Leather

*LL



Sport
Leather

*DL



Leather &
Alcantara

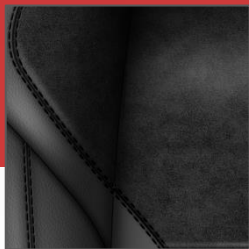
*CL



Sparco Racing
Seats

*BL

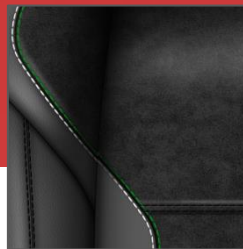
Quadrifoglio Stitch Options



Dark Gray (CEQ)
M/H (XH)



Red (CZF)
M/H (XX or XR)



White & Green (CZL)
M/H (XX or XW)



*Sparco Carbon Fiber shell racing seats remove the standard heated seats and include only two-way power height adjustment

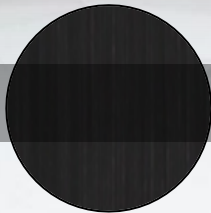
2017 Alfa Romeo Giulia – Interior Accent Trims



Genuine Light Walnut Wood Shown on Lusso Package (AFF)



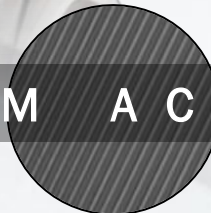
Genuine Aluminum Shown on Sport Package (ADV, AAK or AGA)



Black Trim



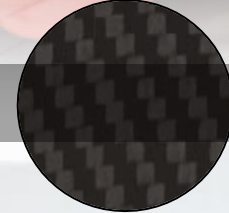
**Genuine Light
Walnut Wood**



**Genuine
Aluminum**



**Genuine Dark Gray
Oak Wood**



**Genuine Carbon
Fiber**

5 T R I M A C C E N T S



Standard Carbon Fiber on Quadrifoglio (24P)



Genuine Dark Gray Oak Wood Shown on Sport Package (AAK or AGA)

2017 Alfa Romeo Giulia – Option & Package Pricing



	Option / Package	Sales Code	Giulia RWD / AWD 22L / 22M	Ti RWD / AWD 22T / 22G	Quadrifoglio RWD 24P
Powertrain	2.0L Turbo I4 - 280 HP	-	STD	STD	
	2.9L Bi-Turbo V6 - 505 HP	-			STD
	8-Speed Automatic Transmission	-	STD	STD	STD
Wheels / Tires	18-inch Dark Turbine Aluminum Wheels	WK4	\$500		
	18-inch 10-Spoke Aluminum Wheels	WBE		\$500	
	19X8.0 19X9.0 Dark 5-Hole Alum Wheels & 3-Season Performance Tires	WCT		\$0	
	19-inch Dark 5-Hole Wheels	WCU			\$500
	19-inch Bright 5-Hole Wheels	WS2			\$500
Brakes & Calipers	Brembo Ultra High Performance Carbon Ceramic (CCM) Brakes	BRM			\$5,500
	Calipers, Gloss Red with White Script	XSP	P - Sport	P - Sport	STD
	Calipers, Gloss Black with White Script	XS9	P - Sport	P - Sport	\$0
	Calipers, Gloss Yellow with Black Script	XTL	P - Sport	P - Sport	\$0
Interior	Aluminum Interior Accents	XSC		\$300	
	Aluminum Interior Accents on Sport	XSC + AAK or AGA		\$0	
	Leather Dash and Upper Door Trim	XGZ		\$995	STD
	Quadrifoglio Carbon Fiber Steering Wheel	SCE			\$400
	Sparco Leather/Alcantara/Carbon Fiber Racing Seats*	*BL			\$2,750
	Seats with Dark Gray Stitching	CEQ			Select One
	Seats with Red Stitching	CZF			Select One
	Seats with White & Green Stitching	CZL			Select One
Radio & Navigation	AM/FM/HD Bluetooth 8.8 Radio	RAP	\$500	STD	STD
	AM/FM/HD Bluetooth w/Nav 8.8 Radio	RAN		\$950	
	8.8" Nav Radio w/ SiriusXM Package				
	- 8.8" Widescreen Color Display w/ Navigation	ANA	\$1,900		
	- Sirius XM (12 mo.)				
	SiriusXM Satellite Radio	RSD	\$350	STD	STD
	Harman Kardon Premium Audio	RCA		\$900	\$900

*Sparco Carbon Fiber shell racing seats remove the standard heated front seats and include only two-way power height adjustment

Recommended Options that should be a higher take-rate are circled in red, excluding paint colors

2017 Alfa Romeo Giulia – Option & Package Pricing



	Option / Package	Sales Code	Giulia	Ti	Quadrifoglio
			RWD / AWD 22L / 22M	RWD / AWD 22T / 22G	RWD 24P
Packages	Sport Appearance Package - 18-inch Sport Design Aluminum Wheels w/ All-Season Tires - Sport Fascia (Front & Rear) - Gloss Black DLO - Premium Painted Brake Calipers (Red, Black or Yellow)	AJU	\$1,250		
	Sport Interior Package - Aluminum Interior Trim - Sport Leather Steering Wheel - Aluminum Column Mounted Paddle Shifters - Aluminum Sport Pedals incl. Footrest	ADV	\$600		
	Ti 18-inch Sport Package - 18-inch Sport Aluminum Wheels w/ All-Season Tires - Sport Fascia (Front & Rear) - Gloss Black DLO - Premium Painted Brake Calipers (Red, Black or Yellow) - Sport Leather Seats - Sport Leather Steering Wheel - Aluminum Column Mounted Paddle Shifters - Aluminum Sport Pedals incl. Footrest	AAK		\$1,750	
	Ti 19-inch Sport Package - 19-inch 5-Hole Aluminum Wheels w/ All-Season Tires - Sport Fascia (Front & Rear) - Gloss Black DLO - Premium Painted Brake Calipers (Red, Black or Yellow) - Sport Leather Seats - Sport Leather Steering Wheel - Aluminum Column Mounted Paddle Shifters - Aluminum Sport Pedals incl. Footrest	AGA		\$2,250	
	Ti Performance Package - Active Suspension - Mechanical Limited Slip Differential - Aluminum Paddle Shifter	AY7		\$1,200	
	Ti Lusso Package (Light Wood Pkg) - Genuine Light Walnut Wood Interior Accents - 18-inch 10-Spoke Aluminum Wheels w/ All-Season Tires - Luxury Leather Seats w/ Cannelloni Design - Luxury Leather Steering Wheel - Leather Wrapped IP & Upper Door - Air Quality System (AQS)	AFF		\$2,250	
	Ti Lusso Package (Dark Gray Oak) - Genuine Dark Gray Oak Wood Interior Accents - 18-inch 10-Spoke Aluminum Wheels w/ All-Season Tires - Luxury Leather Seats w/ Cannelloni Design - Luxury Leather Steering Wheel - Leather Wrapped IP & Upper Door - Air Quality System (AQS)	ADY		\$2,250	



Recommended Options that should be a higher take-rate are circled in red, excluding paint colors

2017 Alfa Romeo Giulia – Option & Package Pricing



	Option / Package	Sales Code	Giulia RWD / AWD 22L / 22M	Ti RWD / AWD 22T / 22G	Quadrifoglio RWD 24P
Exterior	Dual-Pane Sunroof	GWJ	\$1,350	\$1,350	
	Engine Block Heater	NHK	\$150	\$150	\$150
	Alfa Romeo Car Cover	CS6			\$325
	Cold Weather Package				
	- Heated Front Seats - Heated Steering Wheel - Heated Washer Nozzles	ADE	\$700	STD	STD
Safety	Forward Collision Warning Plus	LSS	\$500	\$500	\$500
	Driver Assistance Package				
	- Blind Spot Detection - Auto-dimming Exterior Mirrors - Front Park Sensors (Giulia)	AJG	\$800	\$650	STD
	Driver Assistance Dynamic Package				
	- Adaptive Cruise Control (ACC) w/ Stop & Go - Autonomous Emergency Brake w/ Forward - Forward Collision Warning Plus (AEB) - Lane Departure Warning - Automatic High Beam System - Infrared Heated Windshield	AJJ	\$1,500	\$1,500	\$1,500
Exterior Paint Colors	Rosso Alfa	PRR	\$0	\$0	\$0
	Alfa White	PAH	\$0	\$0	
	Alfa Black	PXN	\$0	\$0	
	Silverstone Gray Metallic	PAD	\$600	\$600	\$600
	Stromboli Gray Metallic	PNM	\$600	\$600	
	Vesuvio Gray Metallic	PG1	\$600	\$600	\$600
	Montecarlo Blue Metallic	PBS	\$600	\$600	\$600
	Vulcano Black Metallic	PXL	\$600	\$600	\$600
	Rosso Competizione Tri-Coat	PC9		\$2,200	\$2,200
	Trofeo White Tri-Coat	PWP		\$2,200	\$2,200



Recommended Options that should be a higher take-rate are circled in red, excluding paint colors

DETAILED PRODUCT OVERVIEWS



***Giulia Ti Sport (19-inch Sport Package) (AGA)
in Montecarlo Blue (PBS)***

TI LUSO INTERIOR IN CREMA



Shown:

Ti Lusso Light Wood Package (AFF)

With Luxury Leather Seats (LL / XL)

Ti Performance Package (AY7)

Harman Kardon Premium Audio (RCA)

T I S P O R T I N T E R I O R



- ***Giulia Ti Sport Package in Black with Dark Grey Accent Stitching***
- ***Note: This interior shows the standard Dark Wood Trim (vs. No-Charge Aluminum Trim)***



- ***Giulia Ti Sport Package in Two-Tone Black & Ice with Dark Grey Accent Stitching***
- ***Note: This interior shows the standard Dark Wood Trim (vs. No-Charge Aluminum Trim)***

GIULIA SPORT INTERIOR IN BLACK/RED



- ***Giulia Sport Package with Interior Sport Package in Two-Tone Black & Red***
- ***Note: Column-mounted Paddle Shifters and Aluminum Trim; Red Accent Stitching on Armrest***

TI LUSO INTERIOR IN BLACK



- ***Giulia Ti Lusso in Black Premium Leather with Dark Grey Accent Stitching with Light Walnut Wood (AFF)***
- ***Note: Light Walnut Wood provides a strong contrast (also available with Dark Oak) (ADY)***

Exterior Appearance Reference



Giulia



Giulia Ti



Giulia Quadrifoglio



**Sport Package
(Giulia 18" Wheel)**



**Sport Package
(Ti 19" Wheel)**



18-inch Sport Wheels shown are darker than actual wheels

Giulia / Giulia Ti



Giulia & Ti Sport Packages



Giulia Quadrifoglio

