



Founded in 1962



**MAC GROUP & RIAR introduce
2010 – Alfa Romeo Centenary**

Alfa Romeo: 100 years of international history and passion

1910 – 2010

100 years of stories, victories, emotions ...

100 of Alfa Romeo years



Alfa Romeo: 100 years of international history and passion

» **Milan** is at the heart of **Alfa Romeo Centenary**, becoming **the stage of all dedicated activities**. Alfisti all over the world, will enjoy a **unique atmosphere**.



Alfa Romeo: 100 years of international history and passion

Clubs, Alfisti all over the world, journalists, collectors, Alfa Romeo dealers and business partners and, finally, all cars and sport enthusiasts will live this unrepeatable day all together.



Alfa Romeo: 100 years of international history and passion

2010. The uniqueness of an unrepeatable moment

During the **Alfa Romeo days**, Milan, which saw the Alfa Romeo birth, welcomes also the new **Alfa Romeo Giulietta**, heir of the successful Alfa 147 and of the rich Alfa Romeo tradition in sporty mid-size sedan.



Alfa Romeo: 100 years of international history and passion

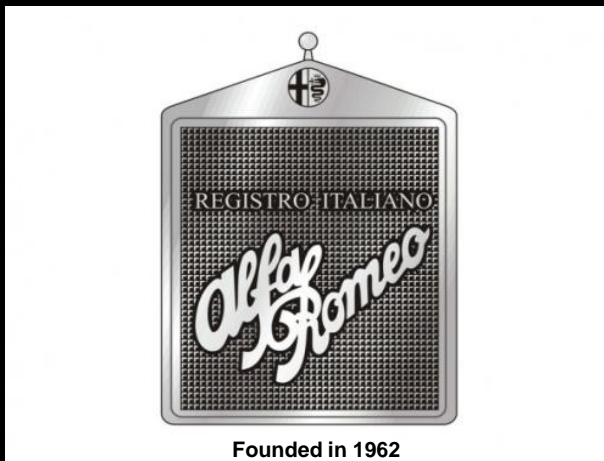
)) The **Museo Storico Alfa Romeo** in Arese will be opened for guided tours during the **previous and following weeks** of the Alfa Romeo anniversary day



Alfa Romeo Centenary: Clubs and the city - 1

Alfa Romeo Centenary celebrations

- **WHEN:** June 26 and 27, 2010 (Saturday and Sunday)
- **WHO:** RIAR e MAC Group
- **WHERE:** Milan's Exhibition centre (to be confirmed) & Milan city centre



Alfa Romeo Centenary: Clubs and the city - 2

⌋ **Milan** is at the heart of the Alfa Romeo Centenary event, paying a tribute to the historic carmaker. Milan lend Alfa Romeo its squares and roads to create a unique feeling in such a celebration. Also Milan's main roads are pacifically invaded by Alfa Romeo to “*hug*” Milan symbolically.



Alfa Romeo Centenary: Clubs and the city - 3

Highlights:

- **About 3000 Alfa Romeos** from all over the world.
- Unveiling ceremony of a sculpture , **designed by Centro Stile Alfa Romeo** featured by a **relevant italian artist**, donated by the RIAR and a number of Alfisti around the world.
- **City Parade** downtown Milan and Alfisti dinner for Centenary participants (location to be defined).
- **“Alfa Romeo hugs Milan”**.



How to join the event

- Online presale through a web form (e-commerce)
- Presale price: **110€ + VAT**
- On site sale: **160€ + VAT**
- The price is to be considered for a crew of 2 persons
- **60€ + VAT** more for extra people on board (3rd, 4th, 5th)



Alfa Romeo Centenary: Clubs and the city - 5

) The Event price inclusive of a “Centenary kit”:

- » 1 Centenary flag (to be exposed on the roof of cars during the “Alfa Romeo hugs Milan” event).
- » 2 Ribbons + 2 Passes for Alfa Romeo Centenary places
- » 2 Alfa Romeo caps
- » Alfa Romeo Centenary stickers + RIAR Centenary stickers
- » 2 vouchers for Alfisti Dinner on Saturday night



Alfa Romeo Centenary: preliminary program - 1

June 26, 2010 – Milan, the Alfa Romeo city

In the morning: Crew welcoming & accreditation; kit delivery (Milan exhibition centre, or other location to be defined)



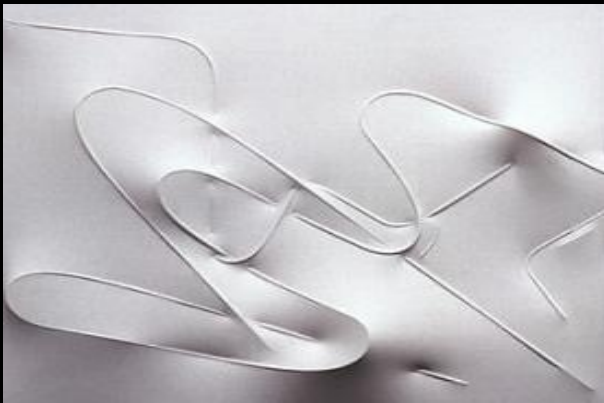
June 26, 2010 – Milan, the Alfa Romeo city

Early afternoon: Unveiling ceremony of the unique sculpture, **inspired** to the **Alfa Romeo 1900 Disco Volante** and **designed** by **Centro Stile Alfa Romeo** featured by the Italian artist **Agostino Bonalumi**, donated by the RIAR and a number of Alfisti around the world.



Alfa Romeo Centenary: preliminary program - 3

For **Agostino Bonalumi**, art is a **tactile experience**, something between **painting** and **sculpture**. His **monochrome reliefs** have a perceptive, abstract feel. Bonalumi has always used a **mix of rational precision and sensory perception** in his work. He accentuates **three-dimensional aspects** ... his art is something between thought and reality.



June 26, 2010 – Milan, the Alfa Romeo city

Afternoon: City Parade downtown Milan on a reserved route closed to the traffic (e.g.: Cairoli – Cadorna – Arco della Pace – Arena Civica – Castello Sforzesco)



The City route



June 26, 2010 (Saturday) – Milan, the Alfa Romeo city

Evening: Alfisti dinner for Centenary participants in Milan.
A **music show will entertain Alfisti** (location to be defined based on the number of participants)



June 27, 2010 (Sunday) – Alfa Romeo “hugs” Milan

Morning: The inside lane of the autostrada circle around Milan will become metaphorically “red” due to the Alfisti’s pacific invasion.

Alfisti and their Alfa Romeos will symbolically hug Milan.



Alfa Romeo "hugs" Milan



Alfa Romeo Centenary: preliminary program - 7

)) June 27, 2010 (Sunday) – Alfa Romeo “hugs” Milan

Every Alfista will be invited to attend the record-breaking embrace of Milan participating in the event.

All cars will be **equipped with a red Alfa Romeo Centenary flag** on the roof (provided with the kit) in order to **maximize the visual impact of the event from the planned helicopter.**



Activities and their Audiences

	Alfisti & Clubs	Car Enthusiasts	General public	Media
Sculpture unveiling	♥			♥
City route + Alfisti dinner	♥	♥	♥	♥
Alfa Romeo hugs Milan	♥			♥
Music show	♥	♥	♥	♥





Thank you for your attention

