

# ALFANATIC



## 4C Finally Reaches the Market!



*Proud new owner Dr. Hendon in his 4C*

The Facebook and bulletin board posts started appearing Thanksgiving week. After a long wait, 4C Launch Editions started showing up at dealerships around the country. In Chicagoland, Tony Bettenhausen Alfa in Tinley Park announced their first local delivery to Dr. Brent Hendon on Wednesday, November 26, the day before Thanksgiving. A Nov. 26th *Southtown Star* article provided by Jim Huff quotes Bettenhausen's general sales manager, Lisa Castillo, as saying that Bettenhausen accepted delivery of their first car on November 21. They claim 10 customers on their waiting list, some from as far away as California, Colorado, and Ohio. She confirmed other reports that all of the initial dealers will

receive a minimum of two cars by the end of the year. "One buyer in Ohio is optimistic enough that he has ordered winter tires for his 4C and plans to bring along champagne when he comes to Tinley Park to pick up his car," Castillo said. *Alfanatic* wishes that customer well as it's unclear when his order will be satisfied. Other sources say that dealers have stopped accepting deposits with the knowledge that they aren't likely to have enough cars to satisfy current demand.

We've heard nothing from the Wisconsin dealer, Bergstrom, and must assume they don't have a car yet. If any club members from the area have had contact with them we'd like to know about it, but a lack of any Alfa-specific web presence or news releases from the dealership would indicate they aren't on top of things, Alfa-wise. 🍀



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## Pricing for 4C Launch Edition? The Sky's the Limit for Some

With the release of 4Cs to hungry dealers comes news of some stratospheric markups over MSRP, especially in California. Recent postings on both [4C-Forums.com](http://4C-Forums.com) and [AlfaBB.com](http://AlfaBB.com) report dealers offering their first cars to the highest bidder, with asking prices of \$100,000 and more. Others report dealer markups between \$2,900 and \$15,000. However some dealers apparently have taken the long view and are offering their cars at or near MSRP. [This posting](#) of an email from Bettenhausen Alfa last May indicated their intention to sell their cars at sticker. Presumably they are honoring that commitment.

Opinion on the markups is divided. Some see them as a folly for both buyer and seller, while others are more than willing to pay the price to finally get their hands on a car. 🍀

## A New 4C Owner's Experience

Don Kalish of Oakland, CA posted this first-person new owner's experience to AlfaBB.com on December 2:  
*Used with the permission of the author. Edited by Bob Abhalter. Pictures by the author.*

I just purchased 4C LE (limited edition) #87 for \$72,000 in Berkeley, CA. Dealer markup was \$2,900, so it came to \$74,795 total before tax and license. MSRP was \$68,400, plus my car had the "Convenience Group" added at \$1,800 - better speakers, sensor, cruise control, alarm, car cover, and tire pressure monitor, in addition to the rest of the LE package, plus destination charge, rounded up to \$75k, all told.

The way this dealer worked was to maintain a list of people who had made \$2,500 deposits. I made mine in July. When the cars arrived last Wednesday morning they called down the list and called me first. Within five minutes or so I called back and my car was reserved for me after making a \$15k deposit. The second car they received (also red, #9) was sold within

## 2015 Local, Regional, and International Events Calendar

January 10-18	Phoenix and Scottsdale Collector Car Auctions, Phoenix, AZ area
January 17-25	Detroit International Auto Show, Cobo Hall, Detroit, MI
February 4-8	Retromobile Salon, Paris, France
February 14-22	Chicago Auto Show, McCormick Place, Chicago
February 21-March 1	Greater Milwaukee Auto Show, Wisconsin Center
March 5-15	85th Annual International Motor Show, Geneva, Switzerland
March 13-15	<a href="#">Amelia Island Concours d'Elegance</a> , Amelia Island, FL
<b>May 2</b>	<b>AROC-Wisconsin, Das Kurze Klausenrennen</b> , 27th Hillclimb and tour, New Glarus, WI
May 2-3	SCCA Majors Tour, Blackhawk Farms Raceway, S. Beloit, IL
May 15	SVRA Spring Vintage Weekend, Road America
June 11-14	SVRA Brickyard Vintage Racing International, Indianapolis, IN
June 11-14	WeatherTech Chicago Region SCCA June Sprints, Road America
June 13-14	The 24 hours of LeMans
June 24	105th Anniversary of the founding of A.L.F.A.
June 24-28	Alfamiglia Nordest, Alfa Romeo Owners Club National Convention, Rhode Island
June 26-28	Pirelli World Challenge, Road America
July 10-11	21st Annual Millers at Milwaukee, Milwaukee Mile, West Allis, WI
July 12	Indycar ABC Supply Wisconsin 250, Milwaukee Mile, West Allis, WI
July 16-19	The Hawk with Brian Redman, Vintage Racing, Road America
<b>August 2(t)</b>	<b>AROC-Wisconsin, Italian Car and Motorcycle Show</b> , Milwaukee, WI
August 6-9	Continental Tire Road Race Showcase, Road America
August 16	Pebble Beach Concours d'Elegance, Monterey, CA
August 16-20	Ferrari Club of America International Meet, Monterey, CA
August 27-29	NASCAR XFINITY Series, SCCA Pro TransAm, Road America
August 22-23	Milwaukee Masterpiece, Veterans Park, Milwaukee
September 18-20	VSCDA Elkhart Lake Vintage Festival, Road America

the hour for the same price as mine.



Don's new 4C on the dealership floor

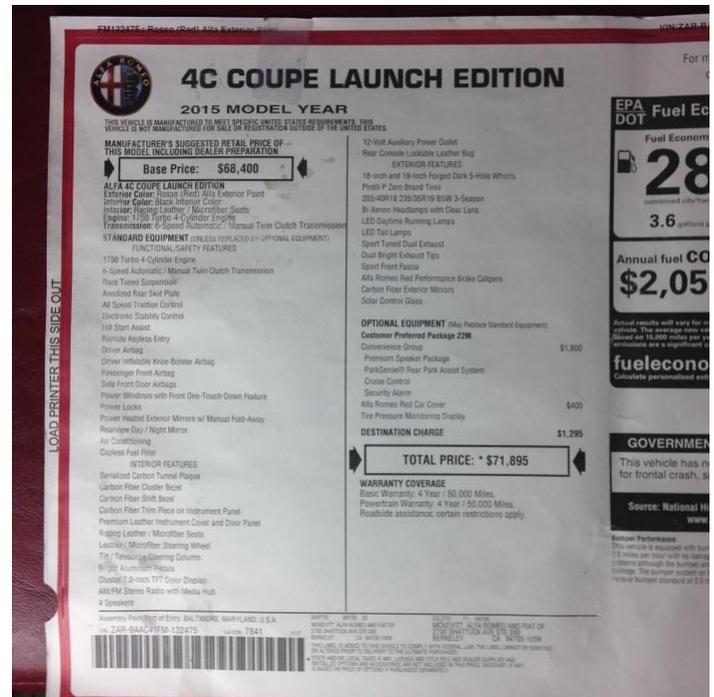
My observations on the car, having owned it now for over 24 hours: It looks like an Alfa, it feels like an Alfa, and it steers like an Alfa. When you are in the driver's seat looking out you see just the sides/edge of the red hood and with the upgraded suspension you feel everything under you, which makes it seem like you are actually driving a car, not a hi-tech machine. I know there are computers controlling everything but with the manual steering it is just a sensational and fun and very old fashioned-feeling combined with this crazy carbon fiber tub. I've loved Alfas since I was 12 years old and to me this car is a perfect representation of why. It's red, fast, fun to drive, quirky, loud, and just drop-dead gorgeous.

It looks much better in person than in the photos. The car is wider than you would think and although it looks tiny/small from the side, the front view is 100% Alfa while the rear view makes the car seem quite large. It's got an extra scoop/vent on the left side, down low and small. It's located below the upper radiator vent so I guess they added it for extra cooling.



The driver's seat

The interior is perfect. The car is hard to get in and out of but once you're settled in the seats there's plenty of room all around. I'm 5'8" and my son is 5'11" and we both were comfortable and had a ton of head room. The leather on the LE edition is quite nice. It's got a suede-type surface. I forgot the name for that kind of material (alcantera?) but the photo shows it. It's not very good looking in the picture but it's super-comfortable material, like a nice Italian leather jacket. The seats have a height adjustment which requires tools. My car came adjusted at the lowest of three options and I'm undecided right now about whether to take it in to the dealer to raise the seat up. I like the stereo. It works with my iPhone and blasts plenty loud. The rear window view is better than I thought it would be. You can see a fair amount, although it's still somewhat obstructed and limited. The single wiper blade was a surprise as was the little lockable pouch behind the seats. It's a leather pouch/cover with a space the size of a paperback book behind it for storage—a rather strange little add-on that seems useless, really.



The sticker

The car is darker red than the photos show and it's louder than you could imagine. The engine noises are quite something. They're really entertaining and for a total amateur driver such as myself who has never had a day at the track but just loves driving it's really the perfect car. It's something your neighbors will have to get used to, though. It's loud enough that you'll wake people up when coming home late at night.

When you open the driver's side door after having let the car sit for a while it makes the *strangest* sound. When I first heard it my son and I looked at each other like some alien ship was landing in our garage. Very cool. I have no idea what it signifies but some aspect of the engine is warming up or doing some kind of really incredible whooshing, whirling, sound—hard to describe and something you better-heeled car buffs probably would recognize. For me, right now it's a mystery.

I'm still breaking in the engine so haven't done anything aggressive in it but I'm sure that time will come. You can't get it out of the natural or all weather modes until you hit a certain mileage. The screen/computer won't allow the adjustment and I'm being careful with the engine break-in period. The engine bumps up and down when you're at freeway speeds. It's kind of strange to watch it rattling away back there right behind your head. It doesn't really bump, rather it rattles and shakes a bit like it's mounted on some flexible system that allows for movement. Maybe all engines are like that and I've just never stared at one while driving before.

On the body on either side next to the engine are grates/metal mesh pieces which are nice looking and interesting. They are three inches or more wide and go the length of the rear of the hatchback. The thing is that they are open right through to the engine. There is no rain gutter or anything to prevent water from hitting the motor, so I'm not sure what will happen if you drive it in a heavy rain. Is the engine going to get extremely wet and maybe steam up? Maybe they just figured no one is ever going to drive a 4C in the rain so don't worry about it.



As soon as I left the dealership I hit the freeway leaving Berkeley and heading into San Francisco across the Bay Bridge for a visit with my girl-

friend. As I got on the bridge I realized the historical significance of driving a new red Alfa across the new Bay Bridge! Sitting in my new 4C driving across the bridge I really couldn't tell whether it was 2014 or 1974. Once again, this car is all Alfa. 🍀

## SAVE AUG 22–23, 2015

The [Milwaukee Masterpiece](#) returns to Veterans Park on Milwaukee's Lakefront Aug. 22 and 23, 2015.

Saturday, Aug. 22, will feature displays of vehicles with many clubs represented. Anyone can show a car, truck, or motorcycle on Club Saturday. You don't have to be a member of a club to show your vehicle. If you are a member, encourage your fellow club members to participate.

Sunday, Aug. 23, is the date for the Milwaukee Masterpiece Concours d'Elegance, an amazing display of both domestic and foreign vehicles. 🍀

## Auto Italia

President Schommer received the following from the editor of *Auto Italia*, a fine British specialty magazine:

Dear Gary,

I would be most grateful if you would mention *Auto Italia* magazine to your club members.

*Auto Italia* is celebrating its 20th anniversary as the world's only publication dedicated to Italian cars and is offering some special deals to readers in the USA.

Calling USA readers!

We are offering a reduced subscription rate for our readers in the USA. Instead of the regular £78 we can now provide a 12-issue subscription for just £70. This is a significant saving, so why not take advantage of the offer, which will only run for a limited period. These offers are not available on our website so email us for details.

Auto Italia 2015 Calendar

The 2015 A3 wall calendar featuring our Art Editor's photography was posted out with the November 2014 issue as a thank you to all our subscribers. If you are not already a subscriber now is your chance to enroll so you can receive your calendar free of charge. However, while stocks last you can order one without subscribing and they cost £8.95 including postage.

Maserati Special Edition

Our Maserati Centenario special edition covers the development of the marque accompanied by top

quality images. Written by Maserati owner, author and music composer Simon Park, the special edition has been produced using high grade materials. We still have some in stock but once they are all gone the print run will not be repeated. The cover price is just £9.95 plus £3.50 postage to the USA.

For information on how to order items in this email and all general enquires email: [josie@gingerbeerpromotions.com](mailto:josie@gingerbeerpromotions.com)

Phil Ward  
Editor  
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## Isetta Info

Last month you may remember I wrote about Chrystal's pick for favorite car at the Mecum auction, an "Isetta" limousine. Bill Siegfriedt dropped me a line, providing some additional information about various BMW Isetta derivatives. Here's what he wrote.

A little background on the little BMW you saw at the auction:



BMW 600

This car is a BMW 600. It is much larger than the 250/300 single-cylinder models that were built under license from Iso (yes, the Isetta was a predecessor to the Iso Grifo). The 600 was a pure BMW design, not an Isetta, and yes, it had a back seat with its own door. It also had a boxer twin engine, based on BMW's motorcycle engine. The Isettas were mostly made in 1957/58, and the 600s in 1958/59. In 1960

Frue designed a pretty body available as 2-door sedan or coupe as the engine grew to 700 cc. By 1962, the first of BMW Isetta 300 the "New Generation" BMWs, the 1500 4 door that is the grandfather of the 5 series, was introduced.



By the way, the German term "limousine" (pronounced lee-mo-scene-ay) translates to sedan. Their limousines are called "pullman," which seems like a very Chicago term to me.



BMW 700

Interestingly, the world's first sedan was shown in Berlin in 1904. The French and Italians have ever since referred to sedans as "Berlins," berline in French; berlina in Italian. Where the British got the term "saloon," I have never heard. 🍀

-- Bill



BMW 1500, neue generation

## Milano Tune-up Successful

Last month Brian Davis shared his adventures doing a “major” on the V-6 in his Milano. You’ll be glad to know his hard work turned out well. On November 6, Brian wrote:

Hello Bob & Chrystal,

Exciting to receive the newsletter as always. Thank you! As for the Milano engine tune, I am happy to report the Italian born awoke last night and brought me to work today with reinvigorated spirit. Now celebrating induction into “25 year club” with well-deserved skyblue tags.

Brian 🍀



## Alfanatic Visits the Revs Institute

This past week your editors had a chance to escape to the warmth of Florida’s Gulf Coast. Tuesday found us in Naples at the Revs Institute for Automotive Research, a must-see for car guys who find themselves



Lobby—GTZ, Porsche 904 Simca-Abarth

in the area. The institute is home to the Collier collection. Its 100-plus cars are housed in a modern 80,000 sq. ft. three story building situated in a quiet business park near the airport on the north side of Naples. Miles Collier, the collection’s creator, is the son of C. Miles Collier who with his brother Sam was credited

with introducing sports car racing into the United States in the ‘30s. They were early members of the SCCA. Miles, of course, inherited the car-guy gene from them. The Collier’s father, (Miles’ grandfather) Barron G. Collier, made his fortune in advertising and became the largest land developer in Florida. Collier County, home to Naples, is named in his honor. In 2009, Collier paired with Stanford University to form the Revs Institute, a non-profit research center. In 2011, the institute acquired the Ludvigsen library, now housed at the museum and available to qualified researchers of automotive history.

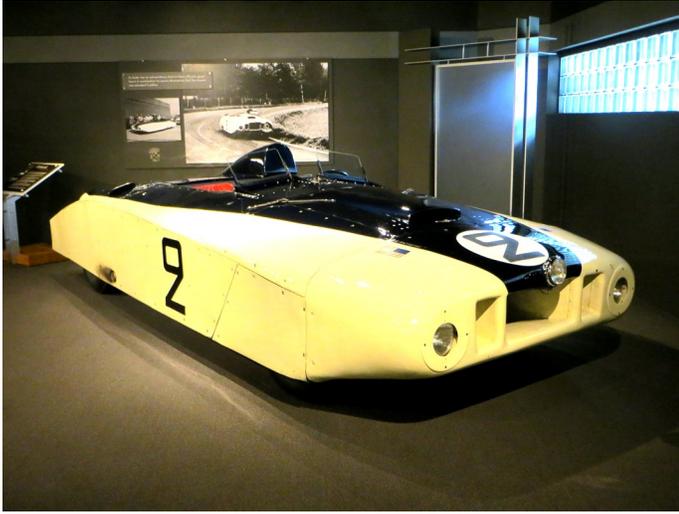
Walking past the reception desk into the lobby, visitors approach a trio of iconic sports-racers from the sixties, all in red. There is a 1964 Alfa GTZ, a Porsche 904 Carrera, and a Simca Abarth, competitors back in the day. This Alfisti knew he was in the right place. The balance of the collection is divided into four groupings. Vitesse, the largest group, traces the development of road-going sporting cars from the



1934 8C 2300 Corto, Touring

beginning of motoring through the sixties. The selections are biased toward European makes, mostly because that’s where the sports car action was during most of that period. There are many stunning examples of the best the era had to offer, including a Touring-bodied 1934 Alfa Romeo 8C2300 and an 8C 2900B Touring coupe, a Mille Miglia winner.

The upper floor houses the Revs collection, an homage to racing cars through the years, told by examples of the development of open-wheeled racers from the fifties through the seventies. Another sub-group in this section tells the story of Briggs Cunningham through the cars he campaigned at LeMans and else-



*“Le Monstre”*: Cunningham’s 1950 radically modified Cadillac Coupe DeVille LeMans entry. It finished 11th.

where. Miles Collier purchased the 71-car Cunningham collection in 1986. It became the core of the Collier collection. One gem of the collection is Dan Gurney’s Formula One T1G Weslake Eagle, winner of the 1967 Belgian Grand Prix. It is accompanied by a large selection of Gurney memorabilia and a comprehensive history of his racing achievements.



*8C2900B Touring Coupe*

Back on the main floor to the right of the entrance are the Porsche and Automobility groups. The Porsche display traces the history of the marque from its beginnings as a special cobbled together from Volkswagen parts to its ascendance as a dominant force in sports car racing. ‘Nuff said. Automobility traces the development of the motor car as the utilitarian device that helped shape the modern world.

Each of the four groupings are organized chronologically to enhance the sense of history and progress. The cars and accompanying displays are artfully dis-



*Gurney-Weslake Eagle F1 winner*

tributed, promoting a logical flow through the museum. Each car has a plaque thoroughly discussing its identity, significance, and provenance. We were told that all the cars are in running order and that each one is exercised at least once per year. Docents are stationed throughout the museum to fill in the gaps in your car knowledge with helpful tidbits. Each is a volunteer with a love of cars and most have a special area of interest within the collection. You can also join a guided tour for a nominal fee. Plan on a minimum of two hours to see the collection. If you are thinking of making a visit, plan ahead, as the museum’s days and hours are limited and advance tickets are required. Visit the website at [Revsinstitute.org](http://Revsinstitute.org) for details and directions. 🍀



*Lancia D50*

## Alfa Still Promising Eight New Models

In interviews at the Los Angeles Auto Show, North American Chief Reid Bigland and CEO Harald Wester confirmed FCA's plans to introduce eight new Alfas by 2018 and stated that the lofty sales goals announced last year are "achievable," according to Reuters and other news sources. Alfa previously announced that the next new model would be released in 2015, however Bigland would not commit to its exact timing or when the model would be available in America.

It is projected that the next new model will be introduced in June, on Alfa's 150th anniversary, in conjunction with the reopening of the museum, which has been closed for several years. Just what that model might be is still a bit of a mystery, although it's widely assumed to be a sports sedan to compete with the BMW 3 series. An SUV variant is also being widely discussed as being close to release. CEO Wester is quoted as saying the new model will only be available in limited quantities until it gets a full rollout in 2016. 🍀

## New Sedan May Not Be Named Giulia

Last month [Automotive News Europe](#) reported that Alfa's new midsize sedan most likely won't be named Giulia. Although it was earlier reported that the Giulia name was to be used for the D-segment car when it was scheduled for 2014, the latest plans indicate that another name will be used for the car, dubbed project 952 for development purposes. 🍀

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### Cars Wanted 1930s-1960s

Jaguar XK, XKE, MGA, MG T-series,  
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## Classifieds

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

### For Sale

#### 1974 Alfa Romeo Spider

Sadly I must sell my everyday summer car. Runs super and looks great inside and out. Some work needed on lower panels. Personally owned 2 years. Previous owner also used daily in the summer for many years. 89,000 miles. Asking \$6,200.

Contact: Kristine Fauerbach, 1-608-877-0562, or [kristine.fauerbach@gmail.com](mailto:kristine.fauerbach@gmail.com)



#### 1985 Corvette

Red/Red, 4+3, removable hard top. 51k miles and stored inside since new. All original. Body and interior in great shape. This car is move-in ready and is a nice ride. Blue Book value \$12,000.

Contact: Jim, 262-642-5068 or [jzyla@wi.rr.com](mailto:jzyla@wi.rr.com)

#### Two Engines

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

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

Steve Wirtz, West Bend, WI

262.306.8238 Home [swirtz@charter.net](mailto:swirtz@charter.net)

#### 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, West Bend, WI

262.306.8238 Home [swirtz@charter.net](mailto:swirtz@charter.net)



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

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June 24-28, 2015