

ALFANATIC



Next Club Event

The 22nd annual **Italian Car and Motorcycle Show**

Sunday, August 11, 2019

10 a.m.—3 p.m., Rain or Shine

Reina International Auto

12730 W. Capitol Drive, Brookfield, Wisconsin

All Italian vehicles welcome, show condition or daily drivers.
This fun, low key event is always enjoyable.

While we encourage you to bring your ride, you are welcome with or without your favorite Italian conveyance.

Once again, Reina International will provide the
music, food, and beverages.

This year's chosen charity is ABCD: After Breast Cancer Diagnosis

See the entry form on page 3. Sign up Now!

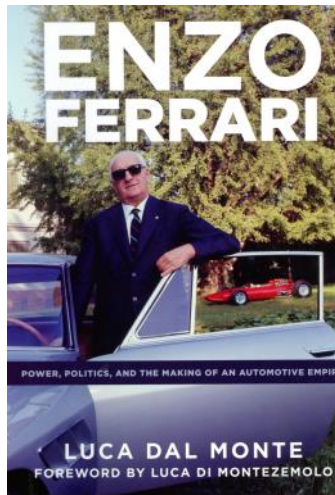


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- ICAMS Signup
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- How the ALFA Badge Came to Be
- Classifieds

Book Review:

Dal Monte, L, **Enzo Ferrari - Power, Politics, and the Makings of an Automobile Empire**, (2018), Phoenix, David Bull Publishing



Luca Dal Monte has succeeded in producing the definitive biography of Enzo Ferrari. It took him 954 pages, including the 39 page index, to do it, but it's all there. This is a biography of Ferrari the man—it is not a compendium of the cars his company created, nor is it an account of the races they won, although the key cars and events that influenced his life are included.

It's a linear account. Each heavily end-noted chapter moves you along the path from his birth to his death—events that took place mere yards away from each other in his hometown of Modena. There is mystery, starting with the uncertainty over his birth date. There is romance—Ferrari had a wife, took a mistress, and later had a close life-companion. There is tragedy, primarily surrounding the premature death of his son Enzo, but also involving the race car drivers and friends he lost along the way.

You read about Enzo's often-difficult relationship with Alfa Romeo, his ambivalent and sometimes antagonistic relationship with the Church, and his challenges with and use of the Press. The politics of Fascist Italy and the post-war Communist labor unions also factor in the story.

Some will be surprised to learn that a man who came to be known world-wide rarely travelled far from his home in Modena and, when his own racing days were over, almost never attended the races in which his cars were competing. I was surprised to know that "Enzo" was Ferrari's baptismal name and wasn't short for anything else.

As a one-time Ferrari employee, Dal Monte had unprecedented access to the archives and records. Ferrari wrote two autobiographies and kept a journal, so Dal Monte had a good base for his story, but this is no puff-piece. Dal Monte paints the full picture, warts and all. He makes use of contemporary news accounts and conducted numerous interviews with Ferrari's contemporaries and confidants to fill in the details and correct the errors.

The book was first published in Italian in 2016. Often, translations can be a difficult read. But since Dal Monte was educated at the University of Kentucky, he was able to produce his own, very readable, translation. His weaving of the big themes with small details makes this a book that will hold your interest and reward your effort. 🍀

2019 Local, Regional, and International Events Calendar

Anything missing? Send dates for events we've missed and we'll include them in the next calendar. email: rabhalter@att.net

- July 13-15** **AROC Pre-Convention Tours, Pittsburgh, Pennsylvania**
- July 16-21** **AROC National Convention, Pittsburgh, Pennsylvania**
- July 18-21 [WeatherTech® International Challenge with Brian Redman presented by HAWK](#)
- July 20 [Lagos Machina Italiana - Italian Car Show at Festa Italiana, Maier Festival Park](#)
- July 26-28 [Road America Vintage MotoFest and AHRMA Vintage Motorcycle Classic](#)
- August 1-4 [IMSA WeatherTech® SportsCar Championship and IMSA Michelin Pilot Challenge](#)
- August 3-4 [Milwaukee Concours d'Elegance](#), Veterans Park, Milwaukee
- August 11** **AROC-WI 22nd Annual Italian Car and Motorcycle Show**
- August 18 [Pebble Beach Concours d'Elegance](#), Carmel, California
- August 22-24 [NASCAR XFINITY Series, Super Trucks, SCCA Pro TransAm](#), Road America
- August 25 [Geneva Concours d'Elegance](#), Geneva, Illinois
- September 13-15 [Ariens Art on Wheels Weekend featuring VSCDA Elkhart Lake Vintage Festival](#)
- September 20-22 [Pirelli World Challenge](#), Road America
- Oct 31-Nov 4 AROC Goes to the U.S. Grand Prix, COTA, Austin, Texas
- March 5-8, 2020 [Amelia Island Concours D'Elegance](#)
- May 1-2, 2020 AROC-WI New Glarus Hill Climb**
- July 20-26, 2020 AROC National Convention, Colorado Springs, Colorado**

Twenty-second Annual!

Italian Car & Motorcycle Show



Sunday Aug 11, 2019

rain/shine

**Reina International Auto
12730 W Capitol Drive, Brookfield, WI**

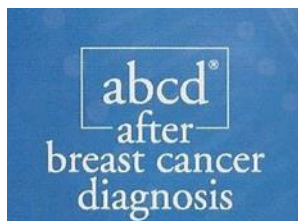
All Italian vehicles welcome: daily drivers or showroom condition

- 10 AM to 3 PM
- dash plaques
- awards (participant judging) & door prizes
- Italian coffee / biscotti
- music, food & beverage
- low key & FUN
- spectators - free, but a good will offering to the designated charity is appreciated
- sponsor: Alfa Romeo Owners Club of WI in cooperation with Reina International Auto
- info: Reina Intl. Auto: 262-781-3336 or 262-781-4077 or info@reinaintl.com or Bob at rludwigson@aol.com

Help celebrate the uniqueness & excitement of Italian design!

LA DOLCE VITA !!!

Proceeds to benefit ABCD: After Breast Cancer Diagnosis



ABCD provides 1:1 Match Mentoring to breast cancer patients by providing personalized information, connections to key resources and peer support considering diagnosis, treatment plans and personal concerns.

They will be on site to answer questions.

<https://www.abcdbreastcancersupport.org/>

Pre-registration by August 7th: \$11 per vehicle or \$20 / two
After August 7th: \$15 per vehicle
Make checks out to: AROC - Wisconsin

R. Swanson – ICAMS
N66 W6684 Cleveland Street
Cedarburg, WI 53012

Name _____ Phone (____) _____

Address _____ Email _____

City _____ State _____ Zip _____

Make _____ Year _____ Model _____

Briefs

We Want Your Photos!

July and August are prime time for car events in the Midwest. Cars & Coffees abound, the AROC National Convention is coming soon, along with the vintage races at Road America, The Milwaukee Concours, ICAMS, and the Geneva Concours. And July 12 is Collector Car Appreciation Day. So much to do and so little time!

No one can possibly attend all the scheduled events, but all of you will probably attend at least one of your favorites. We'd love to help you share your photos—and stories, if you feel like it—with our membership. Think of us when you're snapping your Facebook or Instagram photos and cc us at rabhalter@att.net. We'll share them the old-fashioned way in a coming *Alfanatic*.

Alfa Romeo Monthly Sales Results

	June	YTD	YTD vs 2018
Giulia	768	4,346	-32%
Stelvio	818	4,600	-20%
4C	9	91	-32%
Total	1,595	9,037	-26%

Alfa Sales Stable, 26% Behind 2018

FCA reported June sales for Alfa that were 26% behind 2018 YTD sales. Giulia deliveries trailed Stelvio sales which were down by only 20%. Overall, FCA claimed sales 2% higher than June, 2018, with the Jeep and Ram brands leading the way, while sedan deliveries mostly lagged. This will be the last monthly sales report for FCA products as they move to quarterly reporting.

From the Worst of F1 to the Best

The general consensus in the F1 community was that the June 23 French Grand Prix was one of the most boring so far, while the Austrian round just a week later was one of the most thrilling.

I'm sure that the folks at Alfa Romeo racing are wishing for more tracks like Austria as the Alfas were well suited to the layout which allowed Giovinazzi to score his first F1 championship point with a tenth place finish, one place behind Kimi in ninth.

France produced yet another Mercedes 1-2 performance. The Ferraris had nothing for Hamilton and Bottas, with Leclerc finishing a distant third and Vettel in fifth after a dismal qualifying session. Alfa's Räikkönen placed a respectable 7th while Giovinazzi finished out of the points in 16th. The Haas team had a rough outing. Magnussen placed 17th while Grosjean was a DNF. Perhaps the only team beside Mercedes doing a happy dance was McLaren which placed both drivers in the top nine finishers.

In Austria, Mercedes' problems with cooling allowed the other boys to go out and play. Ferrari's future looked bright, with Leclerc qualifying on the pole, however a mechanical problem meant that Vettel set no time in Q3 and was relegated to tenth on the grid. Hamilton's penalty for impeding promoted Verstappen to 2nd, much to the delight of his vocal orange army.

After a dismal start Verstappen was in chase mode for the entire afternoon and a roar went up when he passed Leclerc for the lead only two laps from the end of the race. Unable to defend, Leclerc once again had a seemingly sure victory taken from him. Bottas placed a distant third while Vettel could do no better than 4th. Once again, the McLarens placed a respectable 6th and 8th while Haas could do no better than 16th and 19th. Verstappen survived the inquiry into his race-winning pass to seal the deal. Let's hope that the next race in Great Britain turns out to be more like Austria than France.

Alfa Romeo Racing F1 Box Score

Race / Place	RAI	Pts	GIO	Pts
France	7	6	16	0
Austria	9	2	10	1
Season Driver Pts		21		1
Constructor Points	22	Rank	6	

June Was the Second May

One could argue that this was true meteorologically speaking around southeastern Wisconsin, but I'm referring to the June issue of the *Alfanatic*. Sharp-eyed readers may have noticed that, due to a slight oversight, June's issue was labeled with "May 2019" on top of every page. Add to that the fact that the front page was only slightly altered and you might think we were getting lazy. Well, maybe we were, but June's content really was different. Sorry about that.

Sun Shines at Summer Solstice Party

By Bob Ludwigson

On June 26, the Heinrichs hosted their annual summer solstice party at Lift Incorporated on Mill Road in Glendale. The weather was perfect and a total of 32 people showed up in 17 vehicles. Alfas were there, of course, but also other interesting cars including Porches, a Jaguar and a nice modern Mini. Colin Comer showed up in his 1963 Bill Thomas Cheetah, #4 of 11, with his daughter Remy riding shotgun. Cana Comer brought son Briggs in her orange 1977 Bronco. The Comer family seems to always appear with some interesting rides. In past years we have seen Cobras, Lister-Jags, and also Alfas from the Comer stable.

Since the weather was so nice, Tom and Pam spread the food outside on several tables. They also fired up a grill so we could cook our burgers and brats. Also outside were round tables and chairs so we could sit down and eat, enjoying the cars in the background. However, inside the building was a very nice 50's Maserati, and a Giulietta Sprint. Both cars were project cars, but one could look at them and imagine what they would look like restored. I was struck by the fact that right next to the Alfa Sprint was a photograph taken in Italy, in the 60's, of an identical Sprint caught in flood waters.

As the sun began to set and people started leaving, I caught Colin and his daughter climbing into the Cheetah, donning ear protection (straight exhaust!), firing up the engine, and gently motoring away. Now isn't that what events like this are for?



The Corvette-powered Cheetah was the creation of Bill Thomas who tried to interest GM in building a racer to challenge the Cobra. The attempt was ultimately unsuccessful and only 11 cars were built. Comer's Cheetah was part of the Cro-Sal Race team. It held a course record at Road America in the sixties. Colin is the fourth owner of this highly original car.



(left) The Heinrich stable—Alfa, Porsche, Jag—anchors the field.

(below) Host Tom Heinrich and guests



(Above) -Attendees enjoy the good weather

(Right) -Could the Giulietta in the picture be the one in Tom's garage?

(Below) -Alfas lined up



From Alfaromeo.com/cy

Alfa Romeo Giulia triumphs at the “Driver Power Awards 2019” in Great Britain



The Alfa Romeo Giulia was a winner again at the prestige Auto Express “Driver Power Awards,” receiving the gold medal in the “Ride and Handling” category. The

famous dynamic qualities of the Italian brand, which turn every journey into a thrilling experience always at the service of onboard comfort and safety, proved invincible yet again. As well as being a manifesto of the “Meccanica delle emozioni” concept, the first model in the brand’s new generation encapsulates the authentic Alfa Romeo spirit, incorporating the five ingredients that make it one of the world’s most desirable brands on the automotive stage: distinctly Italian styling; innovative, state-of-the-art engines; impeccable weight distribution; unique technical solutions; and an outstanding power-to-weight ratio.

Driver Power is the United Kingdom’s broadest and fullest customer satisfaction survey, using data collected from thousands of owners, covering everything from reliability to performance and convenience. The Driver Power survey, conducted for the seventeenth time this year, is a credible, real representation of new car owners’ opinions.

Auto Express Editor-in-Chief Steve Fowler commented: “The Driver Power results could not be clearer: owners adore their Alfa Romeo Giulia cars. A score of 93% in the overall ranking is very impressive, and the Giulia’s first place in the “Ride and handling” category confirms our road-testers’ findings: the Giulia is a real dream to drive. Bearing in mind its high scores in the engine and safety categories, not to mention an incredible result with regard to style, obviously Alfa Romeo’s decision to build a classical rear-wheel-drive sports sedan has proved extremely popular.”

Andrew Tracey, Alfa Romeo UK marketing director, said: “The Auto Express Driver Power Awards are a reflection on what it’s like to truly own a new car. The results from this year’s awards show that the Alfa Romeo Giulia remains one of the best new cars to own, and the fact that this is based on the feedback from actual customers makes this extremely reliable and trustworthy.” 🍀
Turin, 18 April 2019

The Origin of the Alfa Romeo Logo

According to fcaheritage.com

Many of us are aware of the history and symbolism behind the Alfa Romeo badge—how it employed the cross of the city of Milan and the symbol of the *biscione* (viper) allegedly won by a Ottone Visconte during the battle for Jerusalem during the first crusade. But how did these symbols of Milan make their way to the Alfa logo? According to the FCA Heritage site it all started at a Milanese tram stop.



A.L.F.A. was formed on June 24, 1910, by the same group that was behind the unsuccessful Società Italiana Automobili Darracq, formed in 1906 to build and market the French car in Italy. Chief engineer Giuseppe Merosi was commissioned to develop the first two models for the new company.

Some time after the company’s formation, Romano Cattaneo, a good friend of Merosi, was waiting for the number 14 tram in the Piazza Castello, opposite the Sforza castle. It was Cattaneo who, having spotted the *Biscione Visconteo* on the castle’s tower, suggested that Merosi appropriate that symbol, so closely associated with the city of Milan, for the new company’s badge.

Merosi liked the idea and the two collaborated on a final design which joined the snake on a field of blue with the Milanese cross— red on a field of white, in a circle surrounded by the A.L.F.A name on top and MILANO below. The words were separated by two knots, properly named Savoy knots, to honor the Italian royal family.



The pair of designers presented their work to managing director Ugo Stella who enthusiastically agreed to using the new crest, the basic design which has endured to this day.



Classifieds

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

Wanted

Your free classified ads! Let us know.

For Sale

Gary Tree is 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 gjtree-house@gmail.com

Ray Petry writes: I have a huge pile of **Alfa Romeo literature** that I move from house to house and I think it is time I shared it with another enthusiast. It includes a metal dealer sign (reproduction), an Indy car poster from the Alfa power plant years, many copies of the *Alfa Owner* from the 1990s, some copies of *Quadrifoglio*, some parts catalogs, a SPICA fuel injection manual, some Alfa books, and the special 60th anniversary Pininfarina book. I was hoping to sell them as a single lot but may consider breaking it up.

See the photos, below. There are more items available. Please inquire.

Prices negotiable, especially for the entire lot. Local pickup preferred but can ship if necessary. Alternately can meet in Milwaukee, Racine, Kenosha area.

Contact Ray at flhwelder@gmail.com



Alfa Owner, 24 issues, 1991-1993 \$5/copy, \$120/lot

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Morgan

Other European classics and exotic cars.

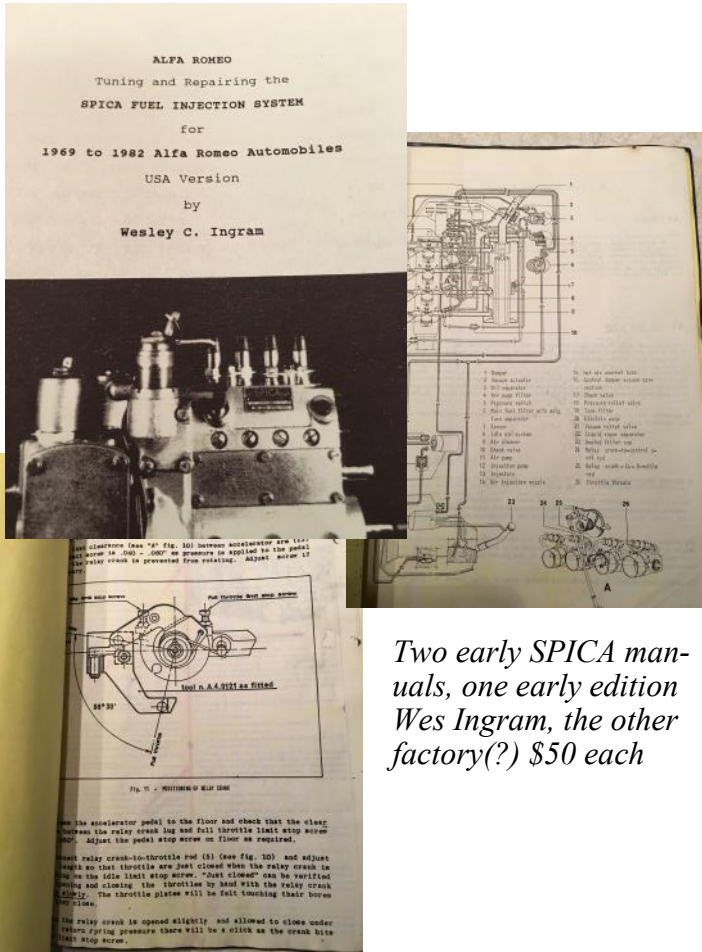
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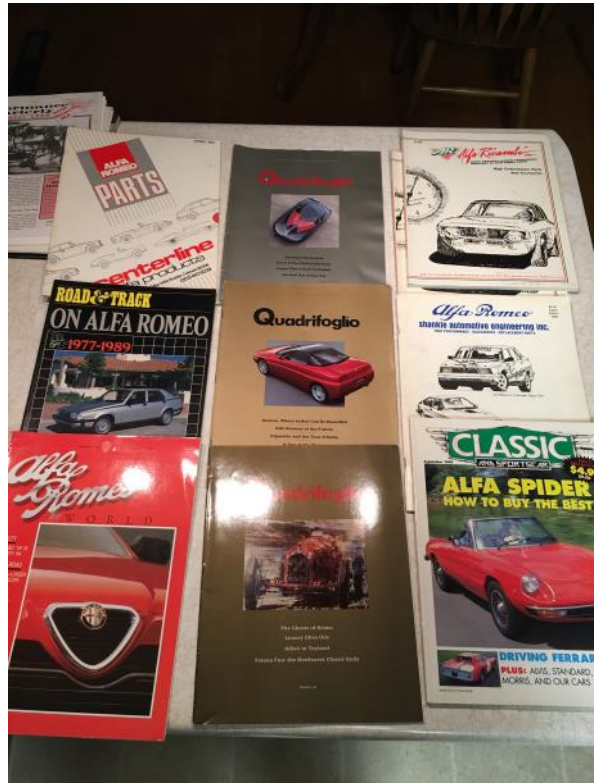
Steve's British Connection

630-553-9023

sbcinc@aol.com



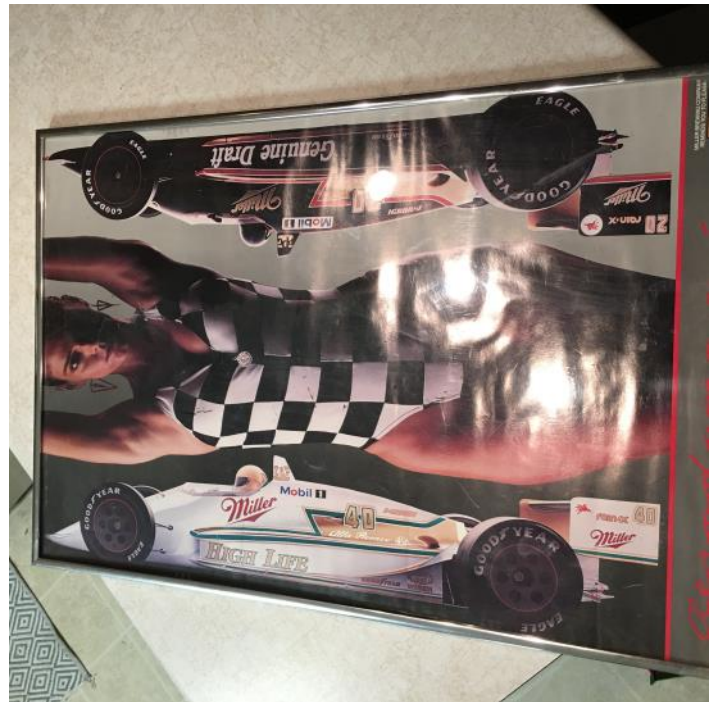
Two early SPICA manuals, one early edition Wes Ingram, the other factory(?) \$50 each



Three copies of the Quadrifoglio, Alfa's U.S. house organ, \$30 for the lot



Several copies of the Performance Quarterly, published by Alfa Ricambi. Offers accepted.



Alfa Indy Car race poster in great condition but with junk frame, \$25.00



Reproduction of an Alfa parts and service sign, 24"x24", \$50.00

Four Used Cromodora Wheels

for 72-74 Alfa Spider. Surface and finish would benefit from some reconditioning but otherwise ready for that rally! If desired, and strictly at my cost—no adder—I would be willing to get them E-Coated ready for paint refinishing. Make me an offer!

Also, **Rear Bumper** for 1972-74 Spider. Make an offer.

James Huff, 514 Simon Drive,
Hartford, WI 53027,
jphuff4@gmail.com



Automotive Fine Art

Jill Reger of Scottsdale, Arizona, is a photographer specializing in classic autos including, but certainly not limited to, Alfa Romeos. Check out her work at www.jillreger.com



This collage includes many of the Alfa photos Jill has in her collection. All are available as single prints. The collage is also available.

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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 and share with your fellow Alfisti.

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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 <http://www.aroc-usa.org/membership/>.



CORTILE
della corsa