

# ALFANATIC



## Next Event

### 24th Annual Italian Car and Motorcycle Show

**Sunday, August 7, 10 a.m. to 3 p.m.**  
**Rain or Shine**

**Sussex Village Park**  
**Sussex, Wisconsin**

All Italian Vehicles Welcome  
Any Condition—daily driver to show car

Proceeds Benefit the American Heart Association  
Food, Fun, Prizes

For More Details, See Flyer, Page 3



#### In This Issue

- New Event Updates
- ICAMS Registration
- Renting New Alfas
- Old Alfas Rust. Who knew?
- Convention Report
- NFT Update
- Kenosha Summer Events
- Classifieds - Clearance Sale!

## Heinrichs Host Howl at the Moon Party

By Bob Ludwigson

Tom and Pam Heinrich hosted their 2022 “Howl at the Moon” party on June 29th. The party was held, as usual, at Tom Heinrich's place of business in Glendale, WI. A total of 27 cars showed up including a nice selection of Alfas. Among them were Randy Swanson's new Giulia, a 4C sports model, and editor Bob Abhalter's Alfetta GT. Also helping to fill the parking lot was an extensive selection of British sports cars.

A food table was set out in the building's shop with many delicious snacks and desserts. As usual, a grill was available for cooking a burger or other food. Gary Schommer and I approached the owners of several of the Alfas and invited them to our ICAMS show. They said they would attend. 🍀



## Local, Regional, and International Events Calendar

Something missing? Send dates for events we've missed and we'll include them in the next calendar. email: [rabhalter@att.net](mailto:rabhalter@att.net)

July 14-17	WeatherTech International Challenge with Brian Redman, Road America
July 24	<a href="#">Italian Happening</a> (popular Italian car and bike show) Rochester, MI
July 26-31	<a href="#">Kenosha Homecoming Car Show and Events</a>
August 3-7	Iowa Auto Italiano 2022, Cedar Rapids, Iowa, Driving Tours
August 4-7	IMSA Sportscar Weekend, Road America
<b>August 7</b>	<b>ICAMS, AROC-WI, Sussex Village Park, Sussex, Wisconsin</b>
August 19-21	GT World Challenge America, Road America
August 20	Concorso Italiano, Seaside, California
August 21	Pebble Beach Concours d'Elegance, Pebble Beach, California
August 28	Geneva Concours d'Elegance, Geneva, Illinois
September 3	Kenosha Cruise-in Car Show, Downtown Kenosha
September 16-18	Ariens Art on Wheels Vintage Weekend w/VSCDA, Road America
September 16-18	<a href="#">Detroit Concours</a> (nee Concours of America) Detroit, MI
<b>Sept 30-Oct 12</b>	<b>AROC Goes to Italy Tour #5</b>
<b>October 20-24</b>	<b>AROC Goes to the F1 USGP, Circuit of the Americas, Austin, TX</b>

### 2023

March 3-5	<a href="#">The Amelia</a> (Concours), Amelia Island, Florida
<b>May 5-6 (T)</b>	<b>Das Kurze Klausenrennen, New Glarus, WI</b>
<b>June 17-25</b>	<b>AROC National Convention, Concord, NC</b>

Twenty-fourth Annual!

# *Italian Car & Motorcycle Show*



**Sunday August 7, 2022**  
rain/shine

**Sussex Village Park**

W244N6125 Weaver Drive, Sussex, WI 53089 - *Follow signs to Participant or Spectator Parking*

See: <http://www.google.com/maps?f=l&hl=en&q=W244N6125+Weaver+Drive%2c+Sussex%2c+WI+53089>

***All Italian vehicles welcome: daily drivers or showroom condition***

- 10 AM to 3 PM
- dash plaques
- awards (participant judging) & door prizes
- food & beverage available for purchase
- low key & FUN
- spectators - free, but a good will offering to the designated charity is appreciated
- sponsor: Alfa Romeo Owners Club of WI
- info: Bob at [rludwigson@aol.com](mailto:rludwigson@aol.com) or Gary at [alfaman@wi.rr.com](mailto:alfaman@wi.rr.com)

***Help celebrate the uniqueness & excitement of Italian design!***  
***LA DOLCE VITA !!!***

**Proceeds to benefit the American Heart Association**



***Donations welcome. They will have a booth on site.***

Pre-registration by July 30th: \$11 per vehicle or \$20 / two  
After July 30th: \$15 per vehicle  
Make checks out to: AROC - Wisconsin

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

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Make \_\_\_\_\_ Year \_\_\_\_\_ Model \_\_\_\_\_



## 2023 AROC National Convention Confirmed for Concord, North Carolina, June 17-25

The 2023 AROC convention will be in the Charlotte area and the headquarters will be an all-suite hotel in sight of the Charlotte Motor Speedway. Plans include speed events at the Speedway and a pre-convention tour said to include the “Tail of the Dragon.” The organizers are putting the finishing touches on the agenda, which, according to AROC President Cindy Banzer, will be rolled out in the September Issue of the *Alfa Owner*. Pencil the dates in your calendar now!



## Pininfarina NFTs Fail to Sell



Last month we discussed NFTs and various efforts to market them as an extension of the collector car market. We noted that RM Sotheby's was auctioning five NFTs created by Pininfarina around their

Modulo concept car. None sold, even after extending the sale past its closing date. The high bids were in the range of \$20,000, plus or minus. This was not enough to meet reserve.



## John Ehle's Drive Toward a Cure

For the second year running, club member John Ehle is participating in a fund-raising effort focused on generating funds to support Parkinson's Disease research and care for its victims. The program, Drive Toward a Cure, “pursues the creation of driving events that team Cars and Camaraderie to raise funds and awareness to support the challenges of Parkinson's Disease, benefiting research and patient care.” In May, his popular annual “Mother May I?” tour raised \$5,000 for the cause. This summer, he'll participate in the “Driving Toward a Cure 75 Days of Summer” campaign, with a goal for raising \$5,000 in donations, bettering the \$4,000 he raised last year. To donate and for more information visit:

[www.drivetowardacure.org/summer2022/john-ehle-fundraising-page](http://www.drivetowardacure.org/summer2022/john-ehle-fundraising-page)



## You Can Rent a New Alfa (Sometimes)

By Bob Abhalter

Whenever I mentioned that I had rented the Stelvio we were driving at the AROC national convention, people wanted to know how I did it. The answer, in short, is Turo.com.



Chrystal and I had thought about driving to California for Alfiesta Coronado, but decided against it. Our Club Prez Randy Swanson might have the stamina to make the trip in his new Giulia, but we didn't want to test our endurance. For us, a better idea would be to fly west and rent a car. We thought it would be great to rent an Alfa for the week. Knowing that we'd be unlikely to find one from any of the majors, we hit the web in search of other options.

That's how we found Turo.com, often described as an Airbnb for cars. Individuals (hosts) loan cars they own, one-to-one, to renters. Most hosts have several cars and operate as a business or side hustle. You can find everything from grocery getters to Lamborghinis for rent on the site. We found several Giulias and Stelvios for rent in Las Vegas. The airfare from Milwaukee was cheapish and the drive to San Diego wasn't bad, so why not? We downloaded the app and went to work.

The first Stelvio we booked, a 2018, ran into trouble two days prior to our rental when it was involved in an accident. The host offered us a new Chevy Tahoe as an alternative—not an option we found desirable. Fortunately, we found another Stelvio, this one a white 2021 with less than 16,000 miles, and booked it. The price was about what you'd pay for a normal premium rental and the 1,600 mile travel allowance was enough to make the trip and pre-convention tours, with miles left over. Pickup and return were designed to be contactless and were relatively painless.

I explained the process a dozen or two times at the convention, so thought you'd like to know. Although deals have been known to fall through at the last minute, as our first attempt did, I'd be inclined to use the service again when I need that “special car.”



## Alfa Rust Finally Explained

*Crappy Soviet Steel? Nyet!*


We all know that Alfas built in the seventies rusted quite badly, and most of us have heard the legend about the chief contributor to the rust problem being the inferior Russian steel used to construct the cars. Recently a British YouTube presenter, Jack, of “27,” provided well-researched and pretty conclusive evidence that this legend is a total fabrication.

While Jack’s presentation (See the link below for the full story.) is wide-ranging and focuses primarily on the shortcomings of the Alfasud and Lancia Beta, the main issue of interest for us is the myth of Russian steel. The presenter points out that there was, in fact, a deal made between Fiat and the USSR, wherein Fiat sold them the tooling for the 124 sedan. Since Russia lacked foreign funds to pay for the lot, it proposed supplying steel as payment. The deal was closed in 1966. Alfa Romeo at the time was an independent company with no affiliation to Fiat. The takeover did not occur until 1986. The “Russian steel” deal was with Fiat. Alfa had no part in it. In fact, it’s questionable that Fiat ever was compensated in Russian steel, as later accounts have them being paid in oil instead.


Italy was the second largest steel producer in Europe at the time and had excess capacity. It would have made no sense for the Italians to import steel from Russia. The Alfasud plant in Pomigliano d’Arco, near Naples, was tied to a large steel plant in Taranto as its supplier. Sheets supplied from this mill were also used in the Arese plant.

Jack lays off the rust-prone nature of the Alfasud to poor production practices in the Pomigliano plant, aggravated by a toxic work environment that precipitated countless “mini-strikes.” The atmosphere in Arese was perhaps a little better, but still not ideal. He also points out that many European cars of the seventies rusted badly. Early unibody designs and an only rudimentary concept of rustproofing played a major part. American cars of that period weren’t exactly champs in that area either.

Bottom line: There is no truth to the story that Alfas produced in the seventies were made with inferior Russian steel. This is a myth that exists primarily in English-speaking countries and is prevalent nowhere else. For the full story, follow the link below.

<https://youtu.be/-pEyxiOUpZI> 

## Alfa Romeo Sales Down 34% vs. Last Year

Second quarter sales of Alfa Romeos in the U.S. dropped 39% versus the same quarter last year and year-to-date sales were 34% lower. Certainly, a major part of the sales drop was due to the supply chain issues which affected the industry as a whole, but lack of new or freshened offerings certainly played a major role. For the FCA group overall, only the Chrysler brand posted a year-over-year sales increase. Its 13% YTD increase was due primarily to improved deliveries of its Pacifica in fulfillment of fleet orders. 


## Kenosha Homecoming and Cruise-in



Please allow me a few moments to engage in a little Kenosha boosterism. Kenosha is a fine place to visit and a short day-drive for most of our Milwaukee-

area members. It has a rich automotive history, having been the home of the Rambler, later acquired by Nash, which became American Motors. It remained a production center for Chrysler into the 2000s.

The Kenosha Homecoming is a triennial auto event featuring cars produced in Kenosha. Last held in 2017 and then delayed by Covid, its last edition drew over 1,000 AMC, Nash, Hudson, and Kenosha-produced Chrysler vehicles. Actually a series of events scheduled for July 26-31, the Saturday, July 30 car show and swap meet will likely be of most interest. Held in Kennedy Park, along the Lake Michigan shore north of downtown, visitors will find a truly impressive array of everything AMC. Did you know Pinin Farina was employed to style Nash automobiles in the early fifties? When was the last time you saw a Renault Alliance? If you have any interest in all in American iron of the fifties through seventies, this show will please.

Another not-to-be-missed Kenosha event is the Kenosha Cruise-in, held Saturday, September 3, in downtown Kenosha. The typical event draws 1,500 or more cars. If you like hotrods, this is the event for you. You won’t find many funny furrin’ cars here, but if you drive yours, you’ll be welcomed. There will be plenty of raw horsepower on display throughout the downtown area, along with music, refreshments, and snacks. Admission is free. If you’d like to show your car, arrive early, park, and be admired. 



## California Dreamin’

By Bob Abhalter

Each AROC National Convention we’ve attended has been special in some way. Alfiesta Coronado, held June 12-19 in Coronado, California, was extra special. It was the location that first piqued our interest. Neither Chrystal nor I had visited Southern California in some time. The strip of land that forms the western boundary of San Diego harbor seemed an ideal place to launch an exploration of the area. We were not disappointed. The Loews Coronado Bay Resort was first class and the convention’s event organization was in most all respects top notch.



*The view from our room at the Loews Resort*

Staging the convention involved a substantial risk for the AROC national organization. Normally, a local chapter or group of chapters assumes the financial risk and organizational responsibilities for a convention. In this case, the local group was unwilling to assume the risk involved in meeting the guarantees required by their chosen host hotel, thus the national organization undertook the financial underwriting and leadership.



*Old and new cars took the tours. Some needed tweaking.*

The pre-convention tours Monday through Wednesday allowed us to explore the San Jacinto mountains northeast of San Diego, an area where many SoCal residents go to play. Driving the area is a delight, at least once one escapes the sprawling freeway system that feeds San Diego. There are seemingly no straight roads. Everything is steep elevation changes, blind corners, hairpins, esses, and the like. For those that couldn’t take part in the pre-convention touring, day drives were offered every day of the convention. We took advantage of a drive up the coast to Escondido to sample the SoCal beach culture.



*Mount Palomar, at 6,100 feet the highest point in San Diego County*

The convention event we like most is the gimmick rally. This year’s event was well planned and included yet more great rural scenery on less-traveled roads. We finished just out of the money, in fourth place.

There were the usual social events, including the Wednesday welcome reception, where we were joined by Randy Swanson, fresh from a cross-country trip in his newly-acquired Giulia, and Saturday’s banquet, where we occupied an AROC-Wisconsin table with Randy, Tom Heinrich, and his brother Rich. Thursday’s Sunset Promenade, staged among the several gardens surrounding the resort, allowed attendees to mix and admire some special Alfas. This arrangement compensated for the lack of the usual open-air evening parking lot strolls. (Parking at the resort was beneath the hotel buildings.)

Saturday’s Concorso was held in Tidelands Park at the north tip of the island. Both show-and-shine and judged cars were accommodated, and several elegant display-only “halo cars” were shown by their proud owners. Larry Dominique, Stellantis’s head of Alfa Romeo in the USA, was on the field engaging with the entrants.



All the other typical convention elements were there—the board meeting, the tech sessions, area bus tours, the town hall, vendors, an art show, speed events at Willow Springs—all executed with very little drama.



*The AROC-Wisconsin cohort, from left, Chrystal Abhalter, Randy Swanson, Rich and Tom Heinrich, Bob Abhalter*

Were there hiccups? Of course, but they were few. Notably, the sound system at the banquet and awards brunch was next to inaudible toward the back of the room. It was as if the speakers were talking into a bucket. The sole exception was guest speaker Burt Levy, who is no stranger to wrestling with a microphone. He was his usual engaging self as he spun his tales. He could go on forever, and he nearly did. We love Burt, but he needs an editor.

Next year's convention will be in North Carolina, headquartered in Concord, just down the street from the Charlotte Motor Speedway. I'd tell you more, but the banquet presentation was lost in the weeds. That which I could make out sounded really great, and the venue is perhaps a little more accessible by car from our area. You'll have to wait for the September *Alfa Owner* to get the details. For now, pencil in June 17-25, 2023 on your calendar. 🍀



*New Giulia and Stelvio Quad posed for glamour shots*



*The pre-convention drive visited the remote Lieu Quan meditation center. This giant Buddha was one of four huge carvings on the grounds. The site was variously described as a "meditation" center, a "mediation" center, and a "medication" center in a case of autocorrect gone wild.*



*Giulietta and Giulia SS at Concorso*



*This Berlina was a crowd favorite. Also note the Alfa Bicycle.*





*Entrants prep their cars.*



*Concorso judges at work*



*This Spider had a 5.0 Liter Ford stuffed in. I asked the owner how much he drove it. He said, not much. It scared him.*



*This 1951 6C 2500 SS Ghia Supergioiello was one of four produced and the only one employing a Gilco chassis. It has been shown at Pebble Beach and Villa d'Este, and it's in perfect shape.*



*Show-and-shine Stelvios*



*A proud owner discusses his 6C2500.*



*This GTC was ready for a refresh.*



*This 1900 Sprint Zagato drew a crowd.*



## Classifieds

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

### Wanted

Your classified ads! Posted free! Let us know.

### For Sale

**Gary Tree** is still 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 [gjtreehouse@gmail.com](mailto:gjtreehouse@gmail.com)



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Thanks to John Chowaniak

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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.

## SCAM WARNING

No one legitimately representing AROC-WI will ever contact you to request you purchase gift cards or otherwise loan money on behalf of the club or its officers. Any such request should be presumed to be fraudulent.

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