

ALFANATIC

EXTRA! - Wisconsin Alfa Dealer Named - EXTRA!

See Page 4 for story.

Event Reminder

Dining with the Cars


Casual Dining and Social Event Thursday Evening, June 26

Lift Inc., 2737 W. Mill Road, Glendale
6 p.m. until ??

Enjoy an evening of cars, food, and conversation.


Tom Heinrich has graciously offered to host a casual grill-out social event at his new headquarters in Glendale. Tom will provide a grill for cooking—you can bring the rest. Bring your favorite food and drink and perhaps some snacks or sweets to share. Pack it, along with some folding chairs, into your favorite sports car and drive out to Glendale. There is a large fenced gravel lot in back for parking.

2737 W. Mill Road is on the north side of Milwaukee, West of Green Bay Road and East of Teutonia. Google Maps will pin-point the location. Note that Mill Road is regularly patrolled by the Glendale polizia—they are most happy and willing to enhance the city revenue stream.

For directions and questions Tom can be reached at 414-353-5353 during office hours and 612-805-1179 at any other time. 

Join us for a fun and low-key event.

Convention Update **Great Lakes Alfa 2014** **Convention: July 23-27, 2014**

You may have seen the announcements about the welcome reception confirmed for the private Chrysler museum adjacent to FCA headquarters and the 4C expected to be on display at the Italian Happening Saturday, July 26. Organizers are teasing the likelihood of a major surprise speaker for the banquet. For registration and more information, visit the website at [Great Lakes Alfa](#). 

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President's Column


Hill Climb Nets \$1,025 for New Glarus Baseball

Proceeds from the recent 26th annual New Glarus Hill Climb allowed us to make a donation of \$1,025 to New Glarus Baseball. A special “thank you” goes out to the dedicated core team of Jim Fuchs, Tom Schmock, and Mark Thompson as well as the numerous others who helped with the event. Grazie mille!

Summer-like weather is here and with it the opportunity to enjoy your Alfa. Make sure you take advantage of the opportunities. After a long, hard winter you deserve it. Check out our calendar of events, get out there, and make it happen.

Hope to see you at an event soon.


Ciao,

Gary 

From the Editor

As I was updating the events calendar for this issue I was struck by the wealth of car events scheduled for this summer. Our listing represents only the tip of the iceberg. Local shows, large and small, are abundant. My plan is to attend one or more local shows to “show the colors” amid the ranks of Fords, Chevys, Mopars, and AMCs that usually turn out. I think the neighborhood car guys could use a dose of Italian spice.

CAROC Offers Lapping Day at Blackhawk Farms

The AROC Chicago Chapter (CAROC) is presenting a lapping day on July 3 at Blackhawk Farms raceway in South Beloit. Both morning and afternoon timed lapping and a midday touring session will be offered. All makes are welcome. For more information, visit the CAROC website, CAROC.COM, or call the organizers, Dennis Sbertoli at 708-579-9724 or Don Brubaker 847-550-8422. 

2014–2015 Local and Regional Events Calendar

June 12–15	WeatherTech Chicago Region SCCA June Sprints , Road America
June 13–15	VSCDA Blackhawk Vintage Classic XXII , Blackhawk Farms, S. Beloit, IL
June 19–21	NASCAR NNS/Pirelli World Challenge/Trans-Am, Road America
June 26	AROC–Wisconsin, Dining with the Cars , a relaxed grill and social event
July 3	CAROC Blackhawk Challenge, Blackhawk Farms Raceway, South Beloit, IL
July 6	Cars and Coffee, 8 - 11 a.m., Lake Mills, WI, LakeMillsCarsandCoffee.com
July 10–13	Fiat Freakout , Pheasant Run Resort, St. Charles, IL
July 11–12	Millers at Milwaukee, Vintage Indy Car Event, Milwaukee Mile, www.harrymillerclub.com/
July 17–20	The Hawk with Brian Redman, Road America
July 18–20	Festa Italiana, Maier Festival Park, Milwaukee, WI
July 19–23	AROC Convention Pre-tour, Lake Superior, MI
July 23–27	Great Lakes Alfa, AROC National Convention, Auburn Hills, MI
July 27	Concours d'Elegance of America at St. John's , Plymouth, MI
July 26–27	LeMons “ Doing Time in Joliet ”, Autobahn Country Club, Joliet, IL
July 29	Exotic Night, featuring Italian cars, Brew City Cruise Nights , Highland House, Mequon
August 3	AROC–Wisconsin, 17th Annual Italian Car and Motorcycle Show, Reina International Motors, Brookfield, WI
August 7–10	Tudor United SportCar Championship, Road America
August 15	AROC–Wisconsin, Summer Dining Event , Seven Seas Restaurant, Lake Nagawicka, Hartland
August 23–24	Milwaukee Masterpiece , Club Day and Concours
September 12–14	VSCDA Elkhart Lake Vintage Festival, Road America
October 18–19 LeMons	“ Where the Elite Meet to Cheat ,” Geringman Raceway, South Haven, MI
May 2, 2015	AROC–Wisconsin, Das Kurze Klausenrennen , twenty-seventh hillclimb and tour, New Glarus, WI

CHICAGO AROC PRESENTS THE BLACKHAWK CHALLENGE

Thursday, July 3rd, 2014 at Blackhawk Farms Raceway, South Beloit, IL
Timed Lapping or Touring - lots of track time! All makes welcome!
Cars grouped according to speed and driver experience



For more information

Drive YOUR car on a racetrack!

The Chicago Alfa Romeo Owner's Club invites you to extend your holiday weekend and spend a day at speed on the 2.0 mile Blackhawk Farms Raceway track. Come enjoy the day with family and friends in the comfortable, rural setting. All makes of cars are welcome—include this event on your car club calendar!

Open lapping by class in the morning and afternoon, with an hour of limited speed touring at midday. Transponders are provided for lapping sessions and included in the price. Activities start with registration and tech opening at 7 a.m., the first group on track at 9, and wrap up at 5:00 p.m., rain or shine.

For lapping, cars must pass safety tech inspection, helmets (Snell 2005 min) and seat belts required. Fixed roll bars are required for open cars. Driver instructors available at no cost, and some loaner helmets are available with advance notice.

Want to watch the action close up and go Touring for free? Volunteer to work a corner! Must be 18 to be a corner worker. Call Sandy GaNun for more info.

- Go to **CAROC.com** to register online and get more details
- Call Dennis Sbertoli 708-579-9724 or Don Brubaker 847-550-8422 with event questions
- Track info is available at Blackhawkfarms.com
- A day of Lapping is just \$275 (AROC members \$225), Touring alone is just \$40. Late fee after 6/22
- Photos By D. Sbertoli of 2013 event

Alfa Romeo Franchises Awarded to 86 Dealers in U.S. and Canada

June 10, 2014 , Auburn Hills, Mich. - An initial group of 86 dealers have been awarded Alfa Romeo franchises in the United States and Canada.

In the U.S., 82 Alfa Romeo dealers are located in 33 states, with California, Texas, and Florida having the largest concentration of dealerships. There are four Alfa Romeo dealers in Canada in this first group.

These 86 dealers will be the first to sell the all-new 2015 Alfa Romeo 4C coupe and limited-edition 4C Launch Edition when the iconic Italian sports car brand returns to the North American market this year.

"This group of dealers represents the first phase in the Alfa Romeo dealer network selection process," said Peter Grady, Vice President of Network Development, Chrysler Group LLC. "Each Alfa Romeo dealer will have a unique staff dedicated to the brand's premium market clientele. We re-



quire each Alfa Romeo dealer to have their sales and technical staff go through an intensive curriculum to ensure the highest levels of customer care and proficiency of the Alfa Romeo 4C. We anticipate that the Alfa Romeo dealer network ultimately will exceed 300 franchises in North America."

Additional Alfa Romeo franchises will be awarded this year. Initially, each franchise will receive the highly-anticipated Alfa Romeo 4C Launch Edition.

For a complete listing of awardees, see the full FCA news release by clicking [this link](#).



Wisconsin Area Alfa Romeo Dealers


The dealers shown to the right are part of the first 86 new Alfa Romeo franchises to be awarded in North America. Our Appleton-area members can rejoice. Sadly, there are no dealers identified for Milwaukee, but Tinley Park really isn't that much of a drive. Other Midwest dealers can be found in Iowa , Southern Illinois, Missouri, and West Michigan.

I placed a call to Bergstrom requesting information but as of press time I've had no response.

Bergstrom Maserati, dba Bergstrom Alfa Romeo, Appleton, Wis.

FIAT of Bloomington, dba Alfa Romeo of Bloomington, Bloomington, Minn.

FIAT of Chicago, dba Alfa Romeo of Chicago, Chicago, Ill.

Bettenhausen FIAT of Tinley Park, dba Bettenhausen Alfa Romeo of Tinley Park, Tinley Park, Ill. 

GTA Engine Sells for \$116,842

Alfas at Auction – June Edition

By Bob Abhalter

Yes, an engine, not the whole car, sold for this amount at the Bonhams auction held May 18 at Spa Francorchamps. It was a very special engine, of course—a 1600 GTA-SA—one of very few built by Autodelta in the 1966-67 period. Said to produce 240 hp, it has dual, oil-driven superchargers. I have to admit that I was not familiar with this variant.

Also sold at the same auction was a 1300 GTA engine built during the same period by Chiapparini, a noted GTA racer and former Autodelta employee. It sold for \$26,484, ready to run. Also offered and sold were a GTA gearbox for \$5,452, a trick magnesium oil sump for \$1,099, and an alloy GTA bootlid for \$1,012. Not a bad take for cleaning out one's garage!

Also sold at the Bonhams Spa sale was a freshly restored **1964 2600 spider**, Red with a black interior, it sold for \$102,821.



2600 Spider, Bonhams

Other Auctions

Most of May's Alfa sales were at European events. The exceptions were a **1961 Giulietta Sprint Speciale** sold at the Motostalgia Wheels & Keels Auction, May 2, in Houston. Restored a few years ago in Florence, it sold for \$118,250.

Auctions America sold a red **1963 Giulietta Spider**, an older restoration, for \$63,800 at its Spring Auburn auction.

In Australia, Shannon's sold a 1963 2600 Sprint Coupe in Sydney for \$30,000 AUS.

The Monaco Grand Prix Historique, May 9-10, sup-



1600 GTA-SA engine, Bonhams



2600 Sprint Coupe, Shannon's



1949 6C2500 Cabriolet by Pininfarina, RM

ported auctions by Coys and RM. Coys sold three Alfas, a **1995 GTV** for €4,720 (\$6,372), a **1964 2600 Touring Spider** for €79,160 (\$106,866) and a 2007

8C Competizione for €120,000 (\$162,000).

RM had four Alfa lots on offer. A Blue **1949 6C2500 SS Pinninfarina Cabriolet**, an older restoration with its original engine sold for €369,600 (\$498,960). A **2010 8C Spider** in Shell White Pearlescent, with all options, sold for €201,600 (\$272,160). A barn-find **1965 Giulia 1600 Spider Veloce** went for €44,800 (\$60,480), dust included. Finally, a **1968 Tipo 33/2 Daytona**, red in-period at the Nurburgring, and with



Giulia Barn-find, RM

an extensive racing history and a period when it was licensed for street use (!) in Germany, sold for €1,260,000 (\$1,701,000).

Finally, we head to England, where Silverstone auctions held a sale on May 24 which included 3 lots. First up was a **1969 Spider**, four owners from new, with a repaint and earlier partial restoration. This RHD car looked tidy in the pictures and sold for £16,000 (\$26,800). A red **1970 1300 GT Junior**, LHD with a recent Italian restoration went unsold. The



1967 Giulia SS, Silverstone Auctions



Tipo 33/2 Daytona, RM

owners were looking for £13,000 - 16,000 (\$21,400 - \$26,400). Last, a **1967 Giulia Sprint Speciale**, one of very few RHD examples and one of the last produced, sold for £50,600 (\$83,490), which sounds like a bargain. 🍀

All photos credit to the respective auction houses.

Reactions to Marchionne's Plan Vary

In May, business analysts and automotive pundits weighed in on FCA's five-year product plan, announced at the beginning of the month. It would be fair to say that reactions ranged from extreme skepticism to cautious optimism.

The Italian business website Zeroventiquattro.it notes that the plan may be sounding the death-knell for the once-revered Lancia brand, which will be reduced to an Italy-only offering of rebadged Chryslers, plus the mini-sized Ypsilon, the only financially viable model.

Forbes contributor Dale Buss warns that “[Chrysler \(’s\) brand challenge is avoiding a big miss, not a near miss.](#)” He feels that the Jeep and Ram products have a good chance of meeting their growth targets. “But Marchionne begs incredulity with the hyper-stretch goals he just set for the Alfa Romeo brand. These unrealistic marks include global sales of 400,000 in 2018, up more than 400 percent from actual sales of about 74,000 units last year.” After acknowledging that the premium segment is growing, he opines that Marchionne will face a tough challenge reestablishing Alfa Romeo in the U.S. and an even tougher challenge prying sales away from the existing competitors in the premium marketplace.

But as critical as the author is of the Alfa product plan, he is even more skeptical of the plans to grow the Chrysler product.

Adriano Tosi, writing on OmniAuto.it, feels that if Mr. Marchionne can make good on his plans for Alfa Romeo, Audi and BMW should worry. However he reminds us that faithful Alfisti everywhere have endured a series of disappointments going back decades.

On a lighter note, the site AlfaClub.it and its readers busied themselves trying to identify the “secret bunker” said to house the Alfa Romeo skunkworks, consisting of the 200 engineers charged with creating project Giorgio, the new platform. They claim that FCA has not been forthcoming about the location of this “inaccessible and armored” building.



Those supposedly in the know have identified this disused Maserati Logistics center on the outskirts of Modena as the epicenter of Alfa’s revival.

The [Wall Street Journal Reported](http://WallStreetJournal.com) the following:

SESTRIERE, Italy—The ambitious volume growth targets in [Fiat Chrysler Automobiles F.M.I.](http://FiatChryslerAutomobilesFMI.com) -1.76% NV's five-year plan presented earlier this month are achievable, Chief Executive [Sergio Marchionne](http://SergioMarchionne.com) said on Tuesday.

"I wouldn't have put them down if they weren't achievable," Mr. Marchionne said at an event to commemorate the 10-year anniversary of the death of former Fiat Chairman Umberto Agnelli.

Earlier in May, the company's top executives [rolled out a five-year plan](#) that projects big gains for a revamped Alfa Romeo sports-car brand, its Jeep sports-utility line, and a repositioned Chrysler focused on mass-market sales. Fiat Chrysler aims to increase yearly vehicle sales by 60% to 7 million by 2018.

The relaunch of Alfa Romeo is the most challenging part of the plan, Mr. Marchionne said.

The CEO said that the financial targets he laid out for 2014 also are achievable.

He added he isn't worried about [the market's negative reaction](#) to the plan and he is convinced the stock will soon recoup losses sustained since the plan's presentation on May 6. Fiat shares have lost 8.4% since the plan's presentation.

On June 1, [Reuters reported](#) Mr. Marchionne as saying that Chrysler's U.S. performance going forward was crucial to providing the funds for FCA's European development efforts. Reuters wrote:

“Marchionne confirmed that all Alfa Romeo cars would be produced at Italian plants, at least until 2018, and said he would ask the government of Prime Minister Matteo Renzi to take measures to facilitate exports.

“I am not asking for financial aid. I am asking for logistic, regulations ... changes to help exports,” Marchionne said, lamenting that he had not received any such help from Renzi's predecessors.

Marchionne, who in the past ignored opposition from Italian labor unions and industry lobby Confindustria to negotiate company-level job contracts at Fiat plants, voiced support for the 39-year-old Renzi, who took office in February.”

And so it goes. The coming months should be interesting for Alfisti and followers of Chrysler and Fiat.

Marco Fazio Appointed Owner's Clubs Manager



In May, Marco Fazio, the head of Alfa's Centro Documentazione in Arese, was appointed Worldwide Alfa Romeo Owner's Clubs Manager. He will add this duty to his responsibilities for managing Alfa's archives, a position he has held since the retirement of Elvira Ruocco in 2005. Marco, a super-Alfisti, is the go-to person for build-date and other information on your Alfa. His new responsibilities include world-wide club liaison activities.

Picture: AlfaSport.net

Classifieds

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

Wanted

Looking for leads on a Giulia Sprint.

Davidz@wi.rr.com

For Sale

1969 Duetto Spyder

72.5k miles, stored inside last 25+ years. Ready for restoration. Runs and drives. Body reasonable, floor pans rusted. Mostly original. Asking \$ 5,000

Contact: Jim 262-642-5068 or jzyla@wi.rr.com

1976 Alfetta GT

New synchros, and transmission mounts. New black leather interior and carpet. Rebuilt engine approximately 500 miles on the rebuild. Had a Macco paint job when I bought it and could use a refresh. Need garage space back. Asking \$2,500 or best offer.

Steve Wirtz, West Bend, WI 262.306.8238 Home or swirtz@charter.net

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

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

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

Webmaster Wanted

Jim Zyla, our faithful and long-serving webmaster, would like to pass his duties on to another willing chapter member. If you have the skills, interest and time to maintain our chapter website, making periodic updates promoting our events and activities please contact me at rabhalter@att.net or Jim at jzyla@wi.rr.com. 🍀

Alfa Places at 2014 Mille Miglia

A 1930 6C1750 Grand Sport Zagato from the Alfa Museum collection placed second out of 430 cars entered in the 2014 running of the [Mille Miglia](#), held May 15-18. It was piloted by Alessandro Gamberini and Mirco Magni. According to [this press release](#), Alfa entered two other cars from its collection, a 6C 1500 Super Sport (1928) and the 1954 2000 Sportiva. They placed 6th and 135th place respectively.



Winner of the event was a 1928 Lancia Lambda type 221 spider Ca Sa Ro. Also an Italian entry, it was driven by Giordano Mozzi and Stefania Biacca. [Some protested the win](#), maintaining that the Lancia should not have been accepted for the race since the model never competed in the original Mille Miglia races. However, the organizers disallowed the protest.

There were several U.S. entries. Perhaps the most notable was the 1951 Jaguar XK120 "Ecurie Ecosse" entered by Jay Leno and Ian Callum. It placed 310th overall. I guess Jay is really enjoying his retirement! 🍀

Interesting and Useful Links

Ever get the urge to go to a car show but don't know where one might be? Try www.wiscollectorcar.com for a fairly comprehensive list of local shows.

Want inspiration for your lagging restoration project? Pictures of an award-winning and auction-record-setting 1969 Spider restoration have been copied to CarBuild-Index.com. Visit this site for some pretty inspiring non-Alfa projects, also.

You can always count on Petrolicious for lush, high-quality photography and videos and no lack of interesting Alfa features. The story of a couple who restored a GTV6 in an apartment parking stall is definitely worth a look.

If you don't want to wait for our reports, go direct to AlfaClub.it and let your browser translate the latest news and Alfa features, like this one on the Giulietta SZ.



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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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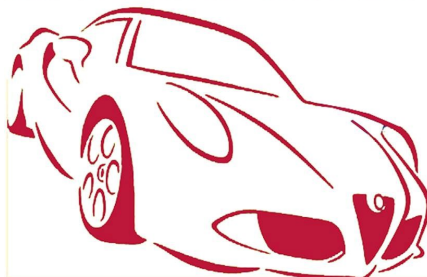
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CLUB MEMBERSHIP is \$60 per year and includes both national and local memberships. Renewals or new memberships may be sent directly to the National Office or visit <http://www.aroc-usa.org/application.php>



Great Lakes Alfa

AROC NATIONAL CONVENTION



DETROIT·2014

July 23 – 27, 2014