

ALFANATIC



Next Event All Are Welcome!

**The Heinrichs' Sportscar Solstice
Howl at the Moon Garage Party and Happening
Wednesday, June 29, 2022, 6:00 p.m.
Lift Incorporated World Headquarters**

2737 West Mill Road
Glendale, WI 53209

Questions?

Call Tom Heinrich,
414-353-5353/office
612-805-1179/cell

tom@liftinc.com

Join us for an evening of cars and conversation. Tom and Pam will provide the venue, hospitality, and grill. You provide your chosen meal and beverage, and, if you wish, something to share. All are welcome.



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ICAMS Italian Car Show Ready to Go

By Bob Ludwigson

I am happy to announce that the plans for the 24th edition of the ICAMS Italian Car Show have been set! The show, set for Sunday August 7, will again occur at the beautiful Sussex Village Park in Sussex, Wisconsin.

As last year, we will have both the North and Early Days pavilions available for our use. Cars will be exhibited on the grass in front of these pavilions. Parking for spectators will be available directly behind these pavilions as well as another nearby parking lot.

The charity this year is the American Heart Association. They will be on site to answer questions and help with donations. Food will be provided by a new vendor, La Cabana Cortez. They will sell Mexican specialties such as Tacos, Burritos, Quesadillas, as well as an assortment of beverages. I have personally sampled the food, and it is delicious!

For more information see the attached flier. Please tell your friends about the car show, and I hope to see you there! 🍀



A view of the 2021 ICAMS

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

June 4	CAROC and Lotus Corps Track Day, Blackhawk Farms Raceway
June 6-16	AROC Goes to Italy Tour #4
June 9-12	NTT IndyCar Series, Road America
June 11-12	24 Hours of Le Mans
June 13-19	AROC-USA National Convention, Coronado, California
June 17-19	WeatherTech Chicago Region SCCA June Sprints, Road America
June 25	European Car Soirée, Ingleside Hotel, Pewaukee, 2 to 4 p.m. (see flyer)
June 29	The Heinrich's Howl at the Moon Party
June 30-July 3	NASCAR Cup and Xfinity Series races, Road America
July 14-17	WeatherTech International Challenge with Brian Redman, Road America
July 24	Italian Happening (popular Italian car and bike show) Rochester, MI
August 3-7	Iowa Auto Italiano 2022, Cedar Rapids, Iowa, Driving Tours
August 4-7	IMSA Sportscar Weekend, Road America
August 7	ICAMS, AROC-WI, Sussex Village Park, Sussex, Wisconsin
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 16-18	Ariens Art on Wheels Vintage Weekend w/VSCDA, Road America
September 16-18	Detroit Concours (nee Concours of America) Detroit MI
Sept 30-Oct 12	AROC Goes to Italy Tour #5
October 20-24	AROC Goes to the F1 USGP, Circuit of the Americas, Austin, TX
2023	
March 3-5	The Amelia (Concours), Amelia Island, Florida
May 5-6 (T)	Das Kurze Klausenrennen, New Glarus, WI

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 or Gary at 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

Name _____ Phone (____) _____

Address _____ Email _____

City _____ State _____ Zip _____

Make _____ Year _____ Model _____

AROC National Convention Heads to North Carolina in 2023

Reliable sources have disclosed that the 2023 AROC National Convention will be in North Carolina. Further information will no doubt be forthcoming at this year's convention, June 13-19, in Coronado, California. Those thinking about a vacation visit to the Mid-Atlantic area might want to consider a convention visit. We'll provide more news as it develops. 🍀

Alfa Teams Barnstorm Italy with Tonale

Alfa Romeo is using the "high-touch" method to introduce the new Tonale SUV to Italian buyers. According to [Ansa.it](https://www.ansa.it), four teams of product specialists made daily appearances throughout the month of May. They appeared at a total of 85 dealerships in 75 cities, hosting programs that revealed the Tonale to 10,000 invited guests, resulting in over 1,000 one-on-one appointments. The teams covered a total of 15,000 km (~9,100 miles), canvassing Italy from head to toe.



*Prospects ogle the new Tonale at an Italian dealership
Photo: Ansa.it*

The much-anticipated Tonale is scheduled for June availability in the home country and will appear in U.S. dealerships in early 2023. 🍀

The Alfetta Turns Fifty

Adapted from a [Gazzetta.it](https://www.gazzetta.it) article by Roberto Speranza

May 17, 1972, marked the introduction of the Alfetta sedan, Alfa's successor to the fabulously popular Giulia range. Replacing this icon of the sixties was no mean feat. Management felt the need to move on, facing changing times with a new technology package and wrapper. An edgier design was called for, along with increased interior space and load capacity. Alfa Centro Stile, led by Giuseppe Scarnati, penned the new sedan. The new creation's name traded on the

world champion Formula cars of the fifties. The technology package was also inspired by the F1 cars. It included a rear transaxle with De Dion rear suspension and inboard-mounted brakes—a first for an Alfa Romeo production car. Up front, torsion bars replaced the traditional coil springs. The original engine was the venerable four-cylinder in 1750 (1.8 ltr.) form. Later variants used an economy 1.6, a 2.0 turbo diesel, and the 2.0 ltr gas engine. The lightweight steel unit body was fast and nimble, providing best-in-class performance. This exercise in engineering overkill gave the car great dynamics at the expense of a price premium when compared to its competition.



The car was ready for introduction in 1971, but management elected to delay the reveal. The intended star of that year was the new Alfasud. Further, the 2000 series Giulias had just been introduced, and labor relations at the Arese factory were in the toilet. It was decided that the Alfetta would be delayed by a year. Hopefully things would settle down. They didn't. Still, the Alfetta was popular. Alfa produced 475,723 units over the sedan's 12-year life span.

In the early '80s the Alfetta's technology was extended out of necessity. There was no money available for forging new directions. The ill-fated Alfa 90 (never seen in the U.S.) used Alfetta underpinnings. That attempt to move upmarket was ignored by most. The car was killed by Fiat when they took over. It lasted only three years. The Alfa 75 (Milano), however, found a better reception.

In the U.S. market, Alfettas were modestly successful in both sedan and GT form (introduced in '74), however finicky (for America) maintenance requirements and lack of any serious rust proofing meant that many of them were consigned to the crusher after a relatively short life. Today (GTV6s excluded) they don't enjoy the collectible cachet of the Giulia line. That's a shame because they are a step forward in comfort and drivability from the cars they replaced. 🍀

What's an NFT and Why Should I Care?

Last month, an Alfa friend passed me an invitation to a YouTube livestream entitled “[The Impact of NFTs for the Collector Cars Market](#),” presented by an organization called the *Infinity Collectors Club*. Thinking there might be a tie-in with the auction reporting I do for the *Alfa Owner*, I put it on my calendar. I must confess that despite my prior association with information systems, I am way behind the curve when it comes to understanding NFTs and such, so I watched the presentation, hoping to pick up some germ of knowledge. After all, isn't the new Tonale supposed to come with its own NFT? How would that work?



NFT Basics

According to [Forbes.com](#), “An NFT is a digital asset that represents real-world objects like art, music, in-game items, and videos.” They are bought and sold online, often with cryptocurrency, and sometimes for a whole lot of money. They have been around since 2014 and have steadily increased in popularity. Market sales in 2021 were \$41 billion, according to Forbes.

NFT stands for “non-fungible token.” NFTs are unique items. Unlike units of money, which have equal value, allowing ready exchange (fungible assets), NFTs are not interchangeable, one for another. They are coded and identifiable as singular items, each having its own unique value. They are the virtual equivalent of owning a physical art work, or perhaps a collector car.

NFTs live in a “blockchain,” a sophisticated distributed accounting system consisting of linked pieces of information—the blocks. Blockchain technology is used in business for managing supply chains and is used to manage cryptocurrency. The transaction chain extends back to the initial creator and is immutable. Once written, the data is permanent. Error corrections

can be made only by adding another record, ensuring transparency. The NFT lives as part of a chain of transactions identifying the current owner. While an artist profits only from the first sale of physical art, blockchain makes it possible for a creator to profit from his creation's subsequent sales.

The jury is still out on whether collectible art NFTs will have value as an enduring, robust market or will become a digital version of the Beanie Babies craze.

NFTs and Cars

Instances of NFTs in the automotive world include the “last ever” Lamborghini Aventador which was auctioned by RM Sotheby's in April. The package included a specially created NFT, along with other unique privileges. The car plus NFT sold for \$1.6 million.



This week RM Sotheby's is concluding the auction of 5 unique decade-themed NFT art pieces created around Pininfarina's Modulo Concept car. They should sell for around \$20,000 apiece.



More practically, every new Alfa Romeo Tonale will come with its own NFT which will document the car, its ownership, and maintenance through its lifetime. The *sell* here is that having an accessible and immutable record of the car's life will enhance resale value by instilling confidence in car's provenance and condition.

The Collectors Club

As I understand from the livestream, the underlying aim of the club's creators is to monetize NFTs of classic cars as tradable assets, creating a parallel path for the appreciation of collectible autos.

Infinity Collectors Club intends to create an exclusive group of 10,000 members, each owning a significant automobile. A three-dimensional NFT will be created, documenting the car. Visual and statistical data will be embedded. When 10,000 members have been enrolled, there will be no further admissions. Both real and virtual meetings are planned. The NFTs will document these significant cars, preserving them "for eternity." Eternity is a very long time, but it makes a good slogan. The cost of membership is not mentioned.

The entrepreneurs explain their venture as an exploitation of the latest evolution of the internet. At its inception, they say, "Web 1" was used to disseminate information. As things progressed, "Web 2" added the ability to interact, that is to both read and write. "Web 3," they say, makes use of the invention of blockchain to be able to own virtual assets. The web can now be used as a store of value. If cryptocurrencies exist, then why not store and value unique digital art in the same way?

The club's founders have so far formed two partnerships:

- Justin Lunny's firm [Everrati](#) recrafts classics as electric vehicles. He rebuilt a pedestrian Tiptronic Porsche into an electric-powered 964 clone. He has a GT40 and Land Rover in the pipeline for similar desecration, um, conversion. He claims the conversions are reversible and the batteries purposely kept small to retain the car's balance. Just don't plan on entering any long distance driving events. An NFT will come with each car thus produced, and membership in the "10,000" is assured.



- Renata Fernandes is creating events themed [Sleeping with Art—The Art of Cars](#). The concept is to bring car people together with artists and auto manufacturers for two days of intimate interaction. From the website:

This is not the usual car or art event:

You can stay overnight, sleep with art in your room and see unique automotive artwork created just for the event. Every event is a one-off.



"Sleeping" Concept, first event scheduled for October

Will automotive NFTs create value? Will they give rise to a serious market? If you can have a .JPG of a Ferrari 250 GTO for free, will you pay to own a one-of-one rendering of the same car? If you own the GTO, will possessing an exclusive rendering of it enhance your ownership experience? Will NFTs replace a collection of limited edition books? That all remains to be seen.

It seems clear that blockchain has significant serious uses. Certainly cryptocurrency and supply chain management are two. Its use as a dynamic ownership record for a new car is another. Redundant databases could be eliminated, combining service and maintenance records with ownership and damage records, etc. Think of a super Carfax database that all stakeholders would access and update. Whether or not you invest in NFT-based art, NFTs will soon be a part of your life. 🍀



Thanks to John Chowaniak

Another Month, Another GTV Recreation

Well, maybe they really don't show up once a month, but would-be boutique auto makers can't get their riff on the timeless GTV shape off their drawing boards fast enough.



This example, created by Hamburg-based classic auto dealer [Emelia Auto](#), plays on the step-nose GT theme. The restomod adds 1.6 inches to the length in order to accommodate the twin turbo V-6 Giulia Quadrifoglio drivetrain and modern suspension. Nose, hood, and fenders are tweaked to allow extra space for all that horsepower (510). Modern wheels, tires, and Brembo brakes fill the enlarged wheel wells. Basically nothing remains but the basic shape of the original. Air conditioning, an 8.8 inch infotainment screen, and other modern conveniences are integrated with the modernized passenger compartment. A backup camera is optional. Only 22 units are planned. The price? Only €400,000 (\$428,720). Order now before they're all gone. 🍀

Alfa Romeo F1 Soldiers On

Alfa Romeo's F1 team has this year established itself as a solid mid-pack competitor. Powered by the very competitive Ferrari power units, and piloted by the talented Valtteri Bottas and capable rookie Zhou Guanyu, the team holds fifth place in the constructor's standings after 7 races.



Bottas is 8th in the driver's standings, while Zhou Guanyu, with his single point is 18th.

Most recently, a rainy start to the Monaco race had most teams guessing at tire strategy. Alfa was not alone with this problem. Bottas ultimately finished the race in 9th place. Not where he wanted to be. The general feeling was that the C42's geometry was not well suited to the Monte Carlo track.

Bottas: "It's been a pretty long race, but we can be happy we made our opportunities count as a team. It was really easy to make mistakes out there and I am glad we didn't. Gaining positions in Monaco is never easy, so to end up in the points from P12 on the grid means it wasn't a bad day. We made the right strategic calls, which was a challenge as it was not easy to choose which tires to pick at any time. We took some calculated risks and they paid off."

Zhou, who placed 16th, felt satisfied to survive:

"It was a challenging Sunday, but I think we achieved the maximum we could get. Part of the race was just about surviving, defending hard in the wet – especially when we had to keep going on the wet tires on a drying track to make our strategy work. It was a good experience to race here in these conditions. My only scare was when I had a snap fighting Tsunoda, but I saved it. The Monaco experience as a whole was tough, but I didn't make any mistakes and I was matching the pace of the cars in the midfield, so I can be satisfied about that."

The team needs to sort out the technical issues that have caused three DNFs so far this season and kept Bottas out of the first practice session in Monaco. As Zhou gains confidence in the car, he will be able to contend for more points-paying finishes. 🍀



1919 Alfa ad from the John Chowaniak collection

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

Moving Sale LAST CHANCE!

**Miscellaneous Alfa Parts for Sale
Any Offers Accepted!**

Parts Not Sold by May Will Be Scrapped!

- 2 ea. V6 lower sumps
- 1 ea. V6 rear bell housing
- 1 ea. V6 Oil pan complete
- 1 ea. Spider Oil pan complete
- 1 ea. 4 cyl valve cover
- 4 ea. Bosch intake vanes
- 2 ea. Spider Idler assemblies
- 2 ea. Spider driveshaft
- 2 ea. Bins of 74 spider parts (door handles, door pulls, console cover)
- 1 ea. Spider Clutch disk New Valeo
- 2 ea. Spider Transmission
- 1 ea. Spider transmission without Bell housing
- 2 ea. 74 spider doors (Left and Right)
- 1 ea. Left rear quarter panel new for 70's spider
- 1 ea. lower nose panel 70's spider New
- 2 ea. Spider 2.0 Crankshafts
- 1 ea. European 4 cyl cast exhaust manifold set

For more information, email Steve Wirtz
(swirtz@charter.net)

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



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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.

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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