

ALFANATIC



33 Stradale Debuts

On August 31, the 56th anniversary of the reveal of the original, Alfa Romeo unveiled its reimagining of the iconic Tipo 33 Stradale. The long-anticipated supercar was launched in a [livestreamed event](#) attended by the automotive press and VIPs including the Alfa Romeo F1 racing team, with its drivers seated in the front row. The presentation, dubbed “the courage to dream,” recapped the evolution of the original Tipo 33 in four vignettes, spotlighting the men who figured strongly in its development: Alfa president Giuseppe Luraghi, Autodelta boss Carlo Chiti, Development driver Teodoro Zeccoli, and Designer Franco Scaglietti.



The car itself is stunning. The styling takes a few cues from the original 33 Stradale, but the interpretation, by Alfa Romeo Centro Stile, was firmly in the current design idiom. This is not a retro design.

According to Alfa, the exterior has “perfect balance between proportions, volumes, and processing of the surfaces,” consistent with Alfa Romeo’s concept of “necessary beauty.” The front enstyling is characterized as “powerful and muscular.” The scissor doors mirror the original’s. The rear end is (see pg. 3)



In This Issue

- 33 Stradale Intro
- The other Alfa 33
- 2024 and 2025 Convention
- Sibling Rivalries
- Chips ‘n Cheese
- Events Calendar
- Classifieds

2025 Convention Reminder

Just a reminder that CAROC is preparing to bring the 2025 AROC National Convention to the Chicago area. That could include events or even a headquarters site in southeast Wisconsin.

The convention team needs ideas and input as well as hands-on volunteers to move things along. If you would like to contribute to the AROC community, let Randy Swanson know (13swanson@gmail.com) or contact CAOC direct through president Dennis Sbertoli dsbert4978@aol.com. 🍀

Minneapolis Area Wheels of Italy Event

Alfisti in driving range of Minneapolis might be interested in “Wheels on Broadway,” to be held Sunday, September 24, from 10 a.m. to 2 p.m., in Robbinsdale, MN on West Broadway, between 42nd and 41st. “Enjoy Italian Vehicles, Restaurants, Signature Drinks, Beer, Wine, Outstanding Food, and a ‘Small Town’ atmosphere.” Food, drink, and shopping are available from the shops on Broadway, including Nouvelle Brewing, Wicked Wort Brewery, Nonna Rosa’s, Birdhouse, Bean There, and Wuollet Bakery. Italian cars should enter on 41st.

Wheels of Italy has planned and cancelled several events since 2020. It looks like this one is going to happen. Support them if you can. Visit WheelsofItaly.com for more information. 🍀

2024 Convention Reminder

Alfas by the Lake, the 2024 AROC convention, is scheduled for northern Michigan, May 28 - June 2, 2024. Headquartered near Petosky, convention attendees will tour some of the highlights of the area, including sights in the Traverse City area, as well as Mackinac Island.

Prospective attendees need to understand that hotel space is extremely limited. Registration will open November 15 at 9 a.m. PST. You would be well advised to register early. Find more details here: [Alfas by the Lake](#).

AROC Goes to Italy, Again

The popular AROC Goes to Italy tour is on again, scheduled for June 5-15, 2024. The 7th Annual tour will be there for the Mille Miglia *partenza* after visiting northern Italy’s best car collections and supercar factories. There is enough to interest your non-car-fanatic companion as well, and everybody says the accommodations and food are top notch. The tour is organized by veteran car tour organizer Steve Austin. It is guaranteed to be an excellent experience. Just ask anyone who attended the previous tours. Rumor has it that this could be the last one. We hope not.

The detailed itinerary and pricing have not yet been finalized, but should be available in early October. Email [Nikki at the AROC office](#) to be put on the list. 🍀

Local, Regional, and International Events Calendar, 2023

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

Sept 10	2023 Des Moines Concours d'Elegance
Sept 15-17	Ariens Art on Wheels (VSCDA), Road America
Sept 22-23	Detroit Concours d'Elegance , Detroit Institute of Arts
Sept 24	Wheels on Broadway , (Wheels of Italy 2023) Robbinsdale MN
Oct 19-23	AROC Goes to the USGP 2023, Austin TX (sold out, wait listed)

2024

March 3	The Amelia Concours d'Elegance, Amelia Island, Florida
May 3-5	AROC-WI, Das Kurze Klausenrennen, New Glarus, WI
May 29-June 2	AROC-USA, Alfas by the Lake 2024, Petoskey, Michigan
June 5-15	AROC Goes to Italy



characterized as “brutal.” There may be a little bit of a futurama-style jet engine effect there, with large side air intakes which accentuate the rear fenders flowing into the large high-set taillights. The design is said to be very aerodynamically efficient, achieving a low drag coefficient without active aerodynamic devices.



New vs old

Inside, the effect is minimalist. The driver views the information display through a steering wheel devoid of the now-common buttons and switches. The necessary controls are on the center console, with some located on the roof panels.

The chassis of the 33 Stradale is based on that of the Maserati MC20, which in turn was based on the chassis of the 4C. The tub is of carbon fiber. An aluminum H frame supports the suspension and motor, of which there are two options. The first is a Ferrari-developed 3.0 liter twin turbo V6, coupled to an 8-speed dual-clutch transmission. The alternate is a battery electric drivetrain. The V6 produces 612 hp, while the electric powerplant puts out 740. Both options claim 0-62 times of under 3 seconds, but the gas-powered version bests the heavier battery-powered car in top speed, 207 to 192 mph. It is anticipated that very few BEV versions will be produced. Alfa stated that the V-6 is not the Nettuno from the Maserati, but a 15-year-old design developed by Fer-

rari. Less is known about the particulars of the BEV option, but Maserati uses an AWD system in its GranTurismo Folgore that has similar specifications.

The active suspension also appears to be a development of the MC20, with a focus on producing a car equally at home on street or track. A drive mode selector enables a switch from street (Strada) to track (Pista) modes and alters throttle response, suspension compliance, and exhaust performance appropriately. The Pista setting also offers a launch mode function. A front end lift setting helps drivers avoid scraping the nose over bumps or steep driveways. Valtteri Bottas has been retained to refine the handling at the Balocco test track.

No two cars will be alike. The 2006 reincarnation of Carrozzeria Touring Superleggera will hand build each car. Buyers will have the ability to address various aspects of the exterior design, including wheels and air intakes, even the *scudetto*. They will be able to choose their own chassis serial numbers and sign the chassis. The interior is said to be driver-focused, with a minimum of distractions and controls.

We learned that only 33 copies will be produced and that all have been pre-sold, most of them a year ago, shortly after the project was announced following the 2023 Monza Grand Prix. Each owner will work with the “bottega” of Alfa engineers and designers to create a *fuoriserie* (custom built) car, in a process very much like the creation of the coach-built cars of the fifties. No price was announced, because, why? They’re all sold and no two will be alike so the price is irrelevant. That said, considering the concept, they probably will cost north of \$2.5 million per. The true value will be set when they start hitting the secondary market. 🍀





This could be the new Alfa Romeo B-segment SUV to be produced in Poland. As yet unconfirmed spy shots appeared on the internet recently, and observers think they may be authentic. The small crossover, scheduled to be introduced in March 2024 and available in European dealerships next June, is said to be powered by either battery, a mild hybrid system, or gas engines.

Most mechanical parts are shared with the Jeep Avenger and the Fiat 600. The Avenger is not imported to the U.S, and it is anticipated that the Alfa won't come over either. From its inception, it was anticipated that the crossover would be called the Brennero, consistent with naming Alfa's SUVs after Alpine passes. Now it looks like the name might be Milano.

The ute will apparently anchor the bottom of Alfa's product line. 🍀

The Other Alfa 33

With all the excitement about the new 33 Stradale, it seems like a good time to remember the other Alfa 33, the successor to venerable Alfasud. In the U.S. we got neither the Alfasud nor the 33, but they were a popular small car in Europe. Alfa sold over a million during an eleven-year run starting in 1983. Essentially an update and restyling of the original Alfasud, it used the same platform and four-cylinder horizontally opposed engine. The 4-door hatchback sedan was introduced first, with a station wagon following in 1984. There were styling updates in 1986 and 1989. The engine was increased in displacement and performance over the years. At the end of its run the 33 was replaced by the 145 and 146. 🍀



1990 Alfa Romeo 33 Sedan, second series

By Lelenightwave - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=4495237>

Sibling Rivalry



Maserati MC20, top, Alfa Romeo 33 Stradale, bottom (from Carscoops.com)

It seems only fair that the 33 Stradale is loosely based on Maserati's MC20. After all, the MC20 was supposed to be Alfa's 8 cylinder follow-on to the 4C before Maserati was handed the project. Both are based on the 4C's carbon fiber tub, with different subframes designed to allow longer wheelbases and more space for more powerful engines. The engines all come from Ferrari. Both the MC20's *Nettuno* power plant and the Alfa twin turbo V-6 are six cylinder developments of the Ferrari F154 V-8.

And that's not all—Maserati was developing its *Alfieri* 2+2 grand touring concept before the project morphed into the Ferrari Roma. And of course, who can forget that Dodge co-opted the Alfa Tonale and "produced" the Hornet. Now, with Lancia planning its revival, we're likely to see much more commonality among the Stellantis performance brands, cementing the transition of Alfa, Maserati, Lancia, et al., from unique marques to brands developed under a common umbrella and sharing much of the same DNA. Can't wait for the next Dodge/Alfa. 🍀

Next Time You Buy Parmesan, Watch Out for the Microchip

From [The Wall Street Journal](#), August 17, 2023

By Eric Sylvers

Parmigiano-Reggiano producers are seeking new ways to protect the market for the world-famous pasta topping. Their latest trick to beat counterfeiters is edible microchips.

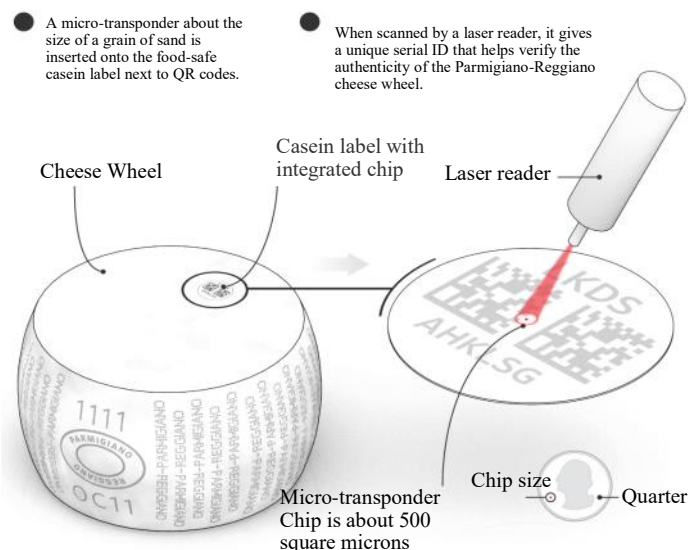


Parmigiano wheels at the beginning of the aging process. The casein label where the p-Chip is inserted is visible on top. PHOTO: PARMIGIANO-REGGIANO CONSORTIUM

Italian producers of parmesan cheese have been fighting against imitations for years. Now, makers of Parmigiano-Reggiano, as the original Parmesan cheese is officially called, are slapping the microchips on their 90-pound cheese wheels as part of an endless cat-and-mouse game between makers of authentic and fake products.

“We keep fighting with new methods,” said Alberto Pecorari, who is in charge of protecting Parmigiano’s authenticity for the consortium representing producers. “We won’t give up.”

Other European food producers are also going to ever greater lengths to protect their hallowed brand names against knockoffs. Guaranteeing food authenticity is



big business in the European Union and more than 3,500 EU products have received protected status in addition to Italy’s Parmigiano, including Greek feta, French Champagne, and Italian Parma raw ham.

The market is worth almost €80 billion annually, equivalent to \$87 billion, according to an EU study published in 2020. The market has grown considerably in recent years, in part due to the addition of new products to the list, according to food industry analysts.

Because the protected products command premium prices, in some cases double those of similar but unprotected products, the market in Europe and farther afield is awash with fakes. Estimates put the market for knockoff products at about the same size as that for the originals.

The most coveted EU designation is the so-called protected designation of origin, which guarantees the product such as Parmigiano is made in a specific region while using strictly defined raw materials and traditional methods. Lesser designations allow for the use of raw materials from countries other than where production takes place.

More obscure products also have made the list of foods and wines with names that can only be used by traditional local producers. These include a type of Slovenian salt, garlic produced on one of Portugal’s Azores islands in the Atlantic Ocean, a raw milk cheese made in Bavaria, Germany, and a prune from southern Poland. Italy has the most protected products, followed by France and Spain.

New methods to guarantee the origin of products are being used across the EU. Some wineries are putting serial numbers, invisible ink, and holograms on their bottles. So-called DNA fingerprinting of milk bacteria pioneered in Switzerland, which isn’t in the EU, is now being tested inside the bloc as a method for identifying cheese.

QR codes are also proliferating, including on individual portions of pre-sliced Prosciutto di San Daniele, a raw ham similar to Prosciutto di Parma. A smartphone can be used to show information such as how long the prosciutto has been aged and when it was sliced.

Food fraud is particularly rampant for cheese and wine, but is also common with fresh and cured meats, fish, and produce. In addition to fighting against products that fraudulently present themselves as the Euro-

pean original, the EU is also waging battles over the naming rights of cheeses and other products, trying to stop other countries from using names such as Champagne, feta, and Gouda.

“This likely will be a never-ending situation,” said Rita Tardiolo, a lawyer with Bird & Bird in Milan who defends food-producing consortia, including those making Parmigiano and Prosecco wine. Even though fake food products are unlikely ever to



Parmigiano wheels getting stamped with the consortium's logo. PHOTO: PARMIGIANO-REGGIANO CONSORTIUM

be eliminated completely, the regulations that come with protected status play a fundamental role in helping producers of the originals, Tardiolo said. Once a company selling knockoffs is identified, her law firm has used various methods to try to get them to stop production, including trying to overwhelm the illegal producer with lawsuits in many different jurisdictions simultaneously.

Parmigiano producers have called on police, food specialists, and internet sleuths in their forever war to protect their wheels, which in some cases can cost more than €1,000. Parmigiano is so precious that for years producers also battled thieves who in the dead of night were stealing the wheels as they aged in warehouses.

The new silicon chips, made by Chicago-based p-Chip, use blockchain technology to authenticate data that can trace the cheese as far back as the producer of the milk used. The chips have been in advanced testing on more than 100,000 Parmigiano wheels for more than a year. The consortium of producers wants to be sure the chips can stand up to Parmigiano's aging requirement, which is a minimum of one year and can exceed three years for some varieties.

Drugmaker Merck KGaA will soon begin using the chips, which are also being tested in the automotive

industry to guarantee the authenticity of car parts. The chips could eventually be used on livestock, crops, or medicine stored in liquid nitrogen.

The p-Chips can withstand extreme heat or cold, can be read through ice, and can withstand years of storage in liquid nitrogen. They have outperformed RFID chips, which are larger, can be more difficult to attach to products, are more fragile, and can't survive extreme temperatures, according to p-Chip Chief Technology Officer Bill Eibon. Parmigiano producers also use QR codes, but the codes are easily copied and degrade during the cheese's aging process.

A robot heats the Parmigiano wheel's casein label—a small plaque made of milk protein that is widely used in the cheese industry—and then inserts the chip on top. A hand-held reader can grab the data from the chips, which cost a few cents each and are similar to the ones that some people have inserted under the skin of their pets. The chips can't be read remotely. In lab tests, the chips sat for three weeks in a mock-up of stomach acid without leaking any dangerous material. Eibon went a step further, eating one without suffering any ill effects. But he isn't touting that, lest p-Chip face accusations it is tracking people, something that isn't possible because the chips can't be read remotely and can't be read once they are ingested.

“We don't want to be known as the company accused of tracking people,” said Eibon. “I ate one of the chips and nobody is tracking me, except my wife, and she uses a different method.” 🍀



Parmigiano during the production process. PHOTO: PARMIGIANO-REGGIANO CONSORTIUM

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

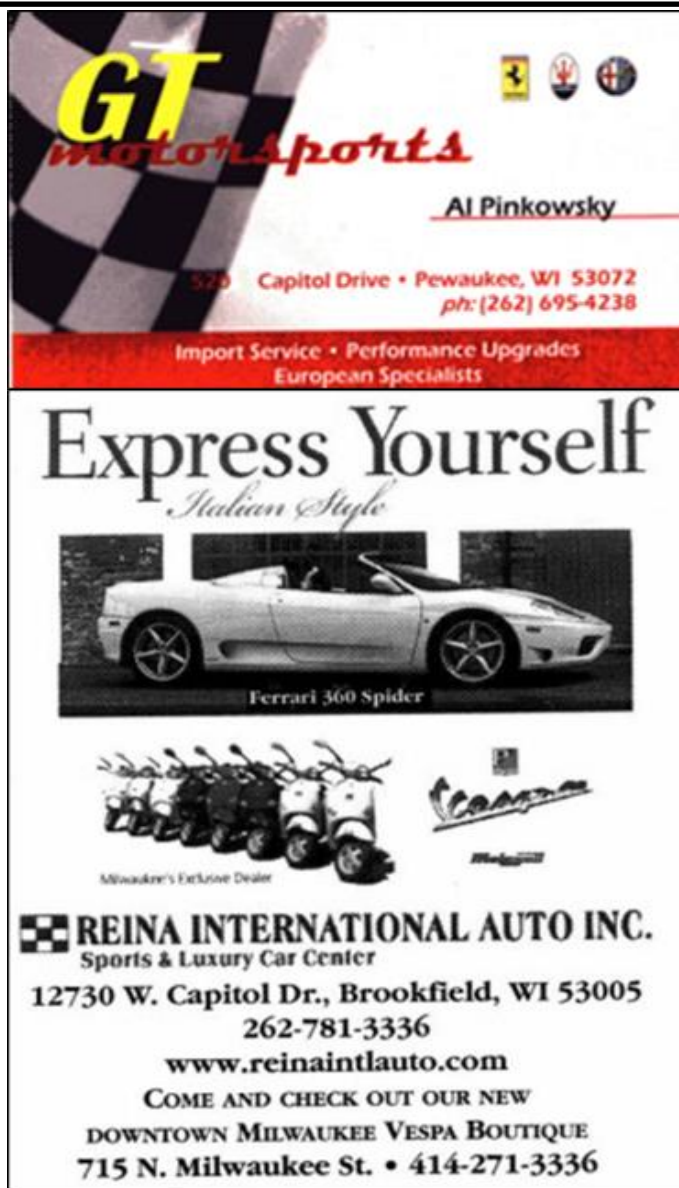
1957 Alfa Romeo Giulietta Spider. Originally a California car. No Rust, all body panels believed to be original and straight. Detailed engine bay, excellent white paint exterior, red interior with black piping on seats, and new black canvas top. Everything works: lights, gages, heater etc., etc. 1300 Engine starts easily and runs smoothly. Tunnel Case transmission with very early Giulietta bent gear lever that shifts smoothly up or down.

To discuss, receive a concise summary of work done, and receive photo documentation - please Call or E-mail: Rich 773-620-1898 robrien220@yahoo.com

Minnesotan **Tim Parker** is selling an engine and block. The engine is "a pretty clean 2-liter **Alfetta engine/bell housing** with some ancillaries." The block is a "clean, washed 2-liter **Alfetta GTV block**." Both are ready for pickup at the Anoka, MN, airport and can be easily lifted into a pickup. Tim will provide photos and serial numbers and can be reached at 651-235-2776. When you call, tell him Tom Heinrich referred you.

Jim Thiel is looking for a new home for his red **1982 Spider**. He's had it since 1989 and is the third owner. The car has traveled a little more than 67,000 miles and has always been garaged during Jim's ownership. The paint is original and the top in good condition, with a clear back window. According to Jim, the tires are in good shape. He says the leather seats and the dash have no cracks. If you're interested, you can contact Jim by email at jthiel28@wi.rr.com

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



GT motorsports

Al Pinkowsky

520 Capitol Drive • Pewaukee, WI 53072
ph: (262) 695-4238

Import Service • Performance Upgrades
European Specialists

Express Yourself
Italian Style

Ferrari 360 Spider

Milwaukee's Exclusive Dealer

REINA INTERNATIONAL AUTO INC.
Sports & Luxury Car Center
12730 W. Capitol Dr., Brookfield, WI 53005
262-781-3336
www.reinaintlauto.com
COME AND CHECK OUT OUR NEW
DOWNTOWN MILWAUKEE VESPA BOUTIQUE
715 N. Milwaukee St. • 414-271-3336

CONTACTS

PRESIDENT/TREASURER

Randy Swanson (13swanson@gmail.com)
N66 W6684 Cleveland, Cedarburg, WI 53012
262-377-7144, 781-5568 (w)

V.P., EVENT COORDINATOR

Bob Ludwigson (rludwigson@aol.com)
N88W22526 N. Lisbon Rd, Sussex, WI 53089
262-527-2396

EVENTS, MEMBERSHIP

Gary Schommer (alfaman@wi.rr.com)
W141N6672 Memory Rd, Menomonee Falls, WI
53051-5119
414 418 0879

WEBMASTER

Position Open - Volunteer Needed
www.aroc-wisconsin.org

NEWSLETTER EDITORS

Bob and Chrystal Abhalter
(rabhalter@att.net)
5406 2nd Ave, Unit 2B
Kenosha, WI 53140
262-577-5212

TECHNICAL ADVISOR

Al Pinkowsky (al@gt-motorsports.net)
520 Capitol Dr.
Pewaukee, WI 53072
262-695-4238, 414-774-8938

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.

DISTRIBUTION: The *Alfanatic* is distributed exclusively by email. To update your preferred email address reply to rabhalter@att.net. If you know a non-member Alfisti who would benefit from receiving the *Alfanatic*, send their email to me and I'll add it to the distribution list.

DISCLAIMER: Views expressed in the *Alfanatic* are solely those of the authors and are in no way endorsed by this organization or publication.

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 aroc-usa.clubexpress.com/.

