

AUTOMOTIVE

## Italy's Alfa Romeo to mark 110th year with celebrations, new logo

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*The Alfa Romeo 4C Spider. Image credit: Alfa Romeo*

By LUXURY DAILY NEWS SERVICE

Italian automaker Alfa Romeo will mark its 110<sup>th</sup> anniversary with a series of events throughout the year and a new logo to mark the historic year.

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The Fiat Chrysler Automobiles-owned brand will participate in events such as the Mille Miglia and Goodwood Festival of Speed as well as celebrations at the Museo Storico.

Sign of the times

A key start to the festivities is the new logo created by the Alfa Romeo Centro Stile.

The new design keeps the classic "Biscione" or heraldic serpent, while the "110" numbers are showcased in a perspective that projects the brand across the past, present and future.

The artwork will be used in multiple communications, Web applications and customer initiatives around the world, culminating in an anniversary celebration that takes place June 24 at the Alfa Romeo museum in Arese, Italy.



*New Alfa Romeo logo to mark 110 years. Image credit: Alfa Romeo*

**Alfa Romeo** is a major presence at leading sporting and automotive events.

This year the brand will support the Mille Miglia, having achieved a double on the podium and also winning the Sponsor Team Trophy in 2019.

Alfa Romeo will once again be present July 9-12 at the Festival of Speed at Goodwood, England, home to the Duke of Richmond and Gordon.

Exclusive club

Alfa Romeo joins the ranks of surviving storied luxury automakers in the century-plus club.

Britain's Bentley Motors ended centennial celebrations last year to mark its 1919 founding. Compatriot Rolls-Royce Motor Cars goes back even further, to 1904. Struggling Aston Martin's year of birth was 1913. Jaguar, now part of Tata Motors' Jaguar Land Rover arm, will turn 100 in two years.

Of the German brands, Audi was founded in 1909 and BMW in 1916, while Mercedes-Benz is coming up on its century in 2026.

Alfa Romeo parent Fiat itself was birthed in 1899.

*New Alfa Romeo Giulia and Stelvio featuring Kimi Rikknen*

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