

AUTOMOTIVE

## Alfa Romeo releases limited-edition centennial anniversary Quadrifoglio models

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*The vehicle's name means "four-leaf clover" in English, hinting at its successful history that brought the company a century of good fortune. Image credit: Alfa Romeo*

By LUXURY DAILY NEWS SERVICE

Italian automaker **Alfa Romeo** is celebrating more than 100 years of a classic car.

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In honor of the milestone anniversary of its Quadrifoglio vehicle, the brand is out with newly-dropped Giulia and Stelvio variants. With only 100 units introduced per model, the release platforms a level of exclusivity true to the luxury automaker and its customer base.

### Racing ahead

The Quadrifoglio debuted on April 15, 1923, winning the 14th edition of Italy's Targa Florio.

The oldest sports car race at the time, the competition brought people from around the world to Sicily in the 20th century. Alfa Romeo's victory led to heightened popularity for the vehicles, thus, the Quadrifoglio is an intrinsic part of the brand's heritage.

### *Alfa Romeo Giulia and Stelvio Quadrifoglio 100 Anniversario*

The design of the Giulia and Stelvio models stays true to the automaker's past while outlining the company's future. The cars feature the brand's classic Quadrifoglio logo, keepsake badges and high-technological innovations.

Each unit hosts a carbon-fiber grille and mirror caps, carbon-fiber instrument panels finished in 3D, gold brake calipers and interior stitching. Additionally embellishing the interior is black leather and an embroidered "100" on the dashboard, aside a special golden version of the logo.

The limited edition of the Quadrifoglio 100 Anniversario Special Series pays homage to the glorious history of **#AlfaRomeo**: a history that sets the Brand on a journey of sportiness, quality, and performance. <https://t.co/5XAwd1lguW> **#AlfaRomeoQuadrifoglio** **#JoinTheTribe**  
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Alfa Romeo (@alfa\_romeo) [April 14, 2023](#)

Ordering for the 200 total models 100 Giulia and 100 Stelvio varieties will open this spring, with availability slated for the third quarter of 2023.

In 2020, Alfa Romeo celebrated its centennial plus a decade, marking the occasion with a new logo and disparate activations ([see story](#)).

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