

## AUTOMOTIVE

# Alfa Romeo updates logo for 115th anniversary

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*The Quadrifoglio name means "four leaves" in English. Image credit: Alfa Romeo*

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By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian automaker Alfa Romeo is honoring a business milestone.

The brand has unveiled a new commemorative logo ahead of its official anniversary on June 24. The celebration is further enhanced by the 75th anniversary of the introduction of the Alfa Romeo 1990 and the Tipo 158 "Alfetta" winning of the first-ever Formula 1 world title.

## A year of milestones

The new logo pays homage to the brand's "Alfisti" fandom and is central to its celebration.

Fusing past and present, the new logo includes a diagonal "115" symbolizing transformation. The number five is embraced by a red Biscione, the brand's serpent emblem, and the stark color palette reinforces house codes and Italian pride.

The 115th anniversary coincides with several key celebrations that highlight Alfa Romeo's accomplishments in the automotive world.



*The new Alfa Romeo logo pays tribute to 115 years of craftsmanship and racing legacy. Image credit: Alfa Romeo*

Among these accomplishments is the 100th anniversary of the GP Tipo P2's victory in the first World Motor Championship in

1925. In addition, 2025 marks 75 years since the Alfa Romeo 1900, the company's first mass-production vehicle, hit the market.

Alongside this achievement, the brand celebrates the Tipo 158 "Alfetta," a style first introduced in 1938, which won the inaugural Formula 1 world championship in 1950. The company will also commemorate the 50th anniversary of the 33 TT 12's World Championship for Makes win and the 40th anniversary of the Alfa 75, the final mass-production model built on the renowned Alfetta platform.

The automaker previously marked the centennial anniversary of its Quadrifoglio model with a limited-edition release in 2023 ([see story](#)). In December, Italian automaker Maserati celebrated over 100 years in operation with a two-day-long event at its headquarters in Modena, Italy ([see story](#)).

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