

Alfa Romeo gives away new Giulietta at 1954 price

Tuesday 3 June, 2014

The Alfa Romeo Giulietta Sprint was unveiled in Turin in April 1954 and to commemorate Alfa Romeo UK created a unique offer and prize draw*

Mrs. Mitchell of Falkirk purchased her Alfa Romeo Giulietta at Western Alfa Romeo Edinburgh and was automatically entered in this special draw

Alfa Romeo Giulietta has been comprehensively revised for 2014, with new technologies, revised interiors, improved specification and new engines

Alfa Romeo UK has named the lucky motorist who will drive away their brand new Alfa Romeo Giulietta for the 1954 price tag of the original Alfa Romeo Giulietta Sprint - the princely sum of just £1,250*!

The original Alfa Romeo Giulietta Sprint was first unveiled to the public on April 19 1954 at the Turin Motor Show.

To celebrate the iconic model's 60th anniversary, Alfa Romeo UK entered all customers who ordered a new Alfa Romeo Giulietta during the 60th anniversary event (April 7-22, 2014) into a prize draw, offering one customer the chance to be refunded the difference between the 1954 and 2014 OTR prices.

Mrs. Mitchell of Falkirk, who had ordered her car from Western Alfa Romeo Edinburgh, can now look forward to collecting the keys to her brand new Alfa Romeo Giulietta 1.4 TB MultiAir 170 hp Exclusive.

Ivan Gibson, Head of Brand, Alfa Romeo UK, said: "We would like to congratulate Mrs Mitchell on her wonderful win. When the iconic Alfa Romeo Giulietta was revealed to the world for the first time, it was a vehicle that epitomised the style of the era. We are incredibly proud of the heritage that the Alfa Romeo Giulietta carries with it and what better way to celebrate this landmark anniversary than with fond recognition of where it all began?"

The Alfa Romeo Giulietta has been extensively revised for 2014 and now benefits from new interiors with redesigned seats, new fabric and leather upholsteries, new engines, improved standard specification across the range plus new technologies such as the Uconnect™ colour touch screen infotainment system and DAB radio as standard across the models.

The cheque was presented by Craig McKenzie, Sales Manager for Western Alfa Romeo, which stocks the latest models in the Alfa Romeo range and offers full aftersales facilities.

Craig McKenzie commented: "Alfa Romeo is an iconic and hugely passionate brand. We are very pleased to be able to present Mrs Mitchell with her new Alfa Romeo Giulietta 1.4 TB MultiAir 170hp Exclusive at such an amazing price in celebration of the anniversary. We are sure she will have many happy miles of motoring ahead of her."

For more information on the 2014 Alfa Romeo range visit www.alfaromeo.co.uk

For more details on Alfa Romeo finance offers, visit www.alfaromeo.co.uk/finance-offers

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EDITORS NOTES: *Alfa Romeo Giulietta Anniversary Prize Draw Terms and Conditions: To participate in the prize draw, customers needed to order any new Alfa Romeo Giulietta between 7 and 22 April 2014 which was then registered no later than 30 April 2014. The prize draw was open to UK mainland residents (excluding the Channel Islands and Isle of Man) only aged 18 or over on 22 April 2014. The prize will be the price difference between the current OTR price of the Alfa Romeo Giulietta 1.4 Progression with Special Paint (£18,750), and both the original price of the 1954 Alfa Romeo Giulietta Sprint (£1,250) and any finance deposit contribution. Exclusions and terms and conditions apply, and can be found at www.alfaromeo.co.uk

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